

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LII.

NEW YORK, AUGUST 30, 1905.

No. 9.

## A GREAT CITY AND ITS LEADING PAPER

show wonderful gains. The following information should be sufficient to secure your advertising for

### The Indianapolis Star

In the last ten years Indianapolis has made the largest gain of any city in the country. The net gain being 60.4 per cent; Chicago second, with a net gain of 54 per cent.

Extract from Commercial Club Pamphlet.

In the last two years the Indianapolis STAR has made the largest circulation gain of any daily newspaper in the country. The net gain being 84 per cent.

Two thousand three hundred manufacturing plants in Indianapolis, employing 33,000 people and paying \$15,000,000 in wages annually.

Extract from Commercial Club Pamphlet.

The STAR is delivered by carriers to more than 70 per cent of the homes in Indianapolis, including the 33,000 well-paid wage earners.

In Muncie and Terre Haute the same leadership is maintained by a Star League paper in each town.

THE STAR LEAGUE papers are a guarantee of success for any advertising campaign in Indiana.

### STAR PUBLISHING CO.,

Star Building,

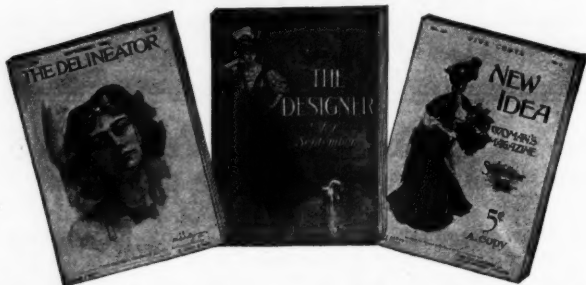
C. J. BILLSON,  
Tribune Bldg., N. Y. City,  
Eastern Representative.

Indianapolis.

JOHN GLASS,  
Boyce Bldg., Chicago,  
Western Representative.

## THE STORY OF THE BUTTERICK TRIO

## CHAPTER TWO

*As to Duplication*

**B**ECAUSE the magazines composing The Butterick Trio all deal with fashions it is sometimes inferred that the circulation of one must overlap that of the others. But just because they *do* deal with dress and styles, duplication of circulation is practically impossible.

This is why :

In nothing is a woman so clannish as in the patterns she uses. Try to persuade your wife or sister to trust her valuable dress materials to a make of pattern she is not accustomed to.

She won't experiment.

THE DELINEATOR is the magazine of Butterick patterns, THE DESIGNER that of Standard patterns, and the NEW IDEA WOMAN'S MAGAZINE a monthly style book of New Idea patterns.

Each of these three kinds of patterns is distinctly different in the details of construction and each has a style and individuality of its own.

Each appeals to its own clientele. Each is sold through its own chain of dry goods and department stores that could not handle either of the others. Each has its own magazine as an indispensable guide in using that particular kind of pattern and getting the best results.

THE DELINEATOR, THE DESIGNER and NEW IDEA WOMAN'S MAGAZINE constitute a trinity of fashion, each with its own following. No other magazine in the women's field can replace any one of them.

(To be continued)

THE DELINEATOR  
THE DESIGNER  
NEW IDEA WOMAN'S MAGAZINE

We are now accepting copy for the November issues, forms for which close September 10th. For rate cards, sample copies and any other information address

RALPH TILTON, Manager of Advertising, Butterick Building, New York  
W. H. BLACK, Western Advertising Manager, 200 Monroe St., Chicago, Ills.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LII.

NEW YORK, AUGUST 30, 1905.

No. 9.

## FORTY YEARS AN ADVERTISING AGENT.

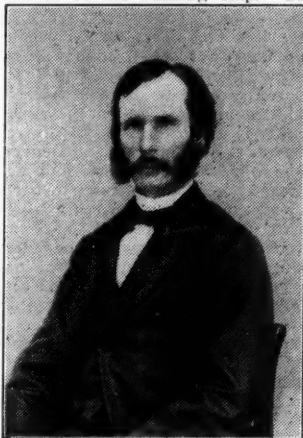
By Mr. George P. Rowell.

THIRTY-FIFTH PAPER.

In the sixties and early seventies many names of cities, prominent now, had a strange sound to the ear. Omaha suggested an Indian tribe, Seattle—perhaps it did not exist, certainly I heard no word of it during a six weeks' stay on the Columbia in 1873, but before that time I was told about Denver—told a good deal about it—in letters from a most enthusiastic journalist, already settled there. He sent me maps that made the place look like an enormous spider with a multitude of legs, every one of which represented a railroad—projected. Whether there really was one completed road that would take a passenger there I do not know. This man's name was O. J. Goldrick, and his paper the *Rocky Mountain Herald*. He sent me his photograph, showing a slight, wiry, middle-aged man, wearing a black suit, a black tie, a boiled shirt, a black moustache, and hair as black as only a photograph or a hair dye can make it.

About this time Mr. John Taylor Johnston of New York City, who was the first president of the Metropolitan Museum of Art, owned a picture by Turner called "The Slave Ship." It may be there was no other genuine example of this great artist in America at that time. Most of the canvas was black paint, but in the center there was color of flame, toned here and there by splashes of the yolk of an egg; and, by being shown now and then in exhibitions of the fine arts, I was fa-

miliar with it; but connected it in no way with my Colorado correspondent, until one day a man came into my office, the very counterpart of the picture I kept in my desk, save that the hair and moustache were not black at all but flaming in the colors and shades of the burning ship. On



*Yours for the West,  
O. J. Goldrick  
Editor of the Rocky Mountain Herald  
Denver, Colorado.  
June 14/69*

speaking with him he developed a brogue, not, of course, to be detected in his letters; and, on the whole, he was a quite remarkable specimen of an amiable Irishman of the sort we acquire the habit of speaking of as wild. It was through him that I had heard of

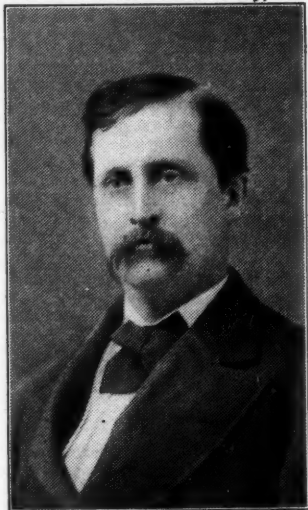
Denver for the first time, and he had all the enthusiasm that has grown to be inseparable from every person who lives for so much as a week in that wonderful city. While there in 1882 a newspaper paragraph directed attention to a block of stores situated on — street, begun last Monday—the paper stated—would not be completed before Saturday—but in the meantime had all been let. In 1890 I was there again, and talked with the elder of the Lawrence Brothers, who had long owned and published the *Ohio Farmer*. His home was in Cleveland, but he had gone to Denver to recruit a damaged lung, and, as everybody else seemed to do, had become fascinated with the place. "I suppose," said I to Lawrence, "you expect to live to see this city have 500,000 people, do you not?" "I don't know about that," said he, "but I am perfectly certain it will have a million in less than five years."

Mr. Goldrick is now hardly remembered by anybody in Denver, and what became of him I do not know, but of the picture, to parts of which I have compared his hair and beard, I recall something further. There was a time when the stock of Jersey Central declined from 180 to 8 and Mr. Johnston, who was interested in it, sold his fine art collection at public auction. It was a notable sale, and among those who attended was Mr. Fred B. McGuire, secretary of the Corcoran Gallery at Washington. By his side sat a man of advanced years, a large man, with bushy hair and eyebrows, and a heavy cane with a hole through it, embellished with a cord and tassel; and, when the "Slave Ship" was at last knocked down at \$10,000, and the name of the buyer announced, the old man seemed to become half crazy with pleasurable excitement. He bravoed, pounded the floor with his heavy cane, stamped his feet, and could hardly contain himself, and the exhibition of feeling excited Mr. McGuire's surprise to such an extent that he ventured to ask of the old gentleman what it was that excited his enthusiasm

to such an unusual degree. Whereupon the older man looking around, broke into a laugh and, as soon as he could command his voice said, "Why, the damned thing's going to Boston!"

\* \* \*

Walking up Broadway one evening, many years ago, I came to a store I had not previously observed, and noted that it was devoted to the sale of preparations put forth by the Boston house of Joseph Burnett & Co., proprietors of Burnett's Kaliston, Burnett's Flavoring Extracts, Burnett's Cocaine, Dr. Jonas Whitcomb's Asthma Remedy, and



LYMAN D. MORSE.

so on. As Dr. Burnett was something of an advertiser, I was interested in this new enterprise of his, and stepped inside the place to investigate. The venture being new, business was not brisk—I hardly think it ever did become brisk in that store—and I found the man in charge quite at leisure and willing to talk. He was of about my own age, of a rather reserved manner, but he had opinions, and was not inclined to keep them in the background, even for the sake of making a conversation go more smoothly. We came

(Continued on page 6.)



# PAPERS THAT LEAD IN "STORE NEWS" ARE THE BEST MEDIUMS FOR YOUR ADVERTISING.

¶Nine out of ten conservative general advertisers in placing an appropriation aim to use *the paper* in each city that reaches the women.

¶The paper that is first in the estimation of the housewife must be first in the estimation of the local advertiser—the man who is on the field and who studies and knows conditions—should be first in the estimation of the foreign advertiser.

¶In Montreal, Minneapolis, Indianapolis, Baltimore and Washington, the following superior home evening papers lead all competitors in amount of "Store News" carried.

¶Ask any local advertiser and prove this.

***The Minneapolis Journal.***

***The Indianapolis News.***

***The Baltimore News.***

***The Washington Star.***

***The Montreal Star.***

Special Representatives:

DAN A. CARROLL,  
Tribune Building,  
NEW YORK.

W. Y. PERRY,  
Tribune Building,  
CHICAGO.

pretty near to getting into an altercation; I do not remember what about, but it was certainly nothing of any particular consequence. The man knew all about me, when I told him my name, but he also knew all about advertising, and needed no points on the subject. He had been with Burnett for some years, and this new store was the carrying out of an idea that he had personally urged. Somehow we got so warm in our arguments that we were both quite out of temper when I came away, and it was all for so nearly no reason at all, that I think we must have been—both of us—a little ashamed of it; for when we met again, some months after, the recognition was mutual, and pleasant. We spoke of the former meeting, both laughed and were good friends from that hour and always remained so—in a measure.

This man was Lyman D. Morse, afterwards associated with James H. Bates under the firm name of Bates & Morse, and the founder of the present Lyman D. Morse Advertising Agency which still does an excellent business at its offices in the Potter Building at No. 38 Park Row, numbering among its clients some of the best advertisers of the time.

I might mention that Dr. Burnett had the advertising idea; and all his efforts at publicity had about them indications of both efficiency and good taste. He failed more than once while comparatively young in business, but eventually acquired an ample competence, lived like a gentleman and associated with gentlemen. One of his sons married a daughter of James Russell Lowell, the poet, and once our Minister to the Court of St. James. This son had rural tastes and he would be a farmer. He also had the advertising idea, and it was from his farm at Framingham, Massachusetts, that the delicious slim little sausages called the Deerfoot were first put upon the market. They may be had now in every State of the Union, and the trademark must be really valuable. Just

think of being able to apply a trademark to a sausage.

Morse married a lady whose sister was the wife of Frank T. Brown, son of that John I. Brown who established the one time largely advertised Brown's Bronchial Troches. I am of the opinion that another sister was the wife of Jerry Curtis, son of Jeremiah Curtis who made a success of the Mrs. Winslow's Soothing Syrup trademark. In consequence of these family connections Morse might be said to be in an atmosphere of advertising, and he liked it, and had ideas of his own on the subject, and they were good ones. He succeeded better than any other man I have known, in getting large advertising value out of small advertising space.

The Burnett advertisements and the Deerfoot notices have almost always been small, but particularly well placed. Mrs. Winslow's Soothing Syrup advertisements are always small, and the wording of them is rarely or never changed. The Brown's Troches advertisements were also small, and of the four referred to, they alone used anything like a cut or picture. I don't think, however, that Morse had much, if anything, to do with shaping the publicity of the Curtis or the Brown publicity. Burnett's he managed long, perhaps as long as he lived, and no man ever worked more faithfully, more tirelessly to get a low rate, an extra concession, and a position that nobody else could secure. Time was no object. If a small concession was all that could be had that was better than nothing. No matter how good the terms that were offered Morse was never quite satisfied. He was always in earnest, never laughed. He had no sense of humor but held the dollar very close to his eye.

Alfred Cowles, part owner and so long the business manager of the Chicago *Tribune*, used to tell a story of Morse. He had been in Chicago for a week or ten days, and came daily to the *Tribune* office to talk about rates and position for an advertisement he

wished to place in its columns. Cowles was one of those brisk, brusque men who would make a decision off-hand and wait patiently enough while you talked as much as you liked; but when you were done his decision stood as stated in the beginning. Morse never wasted any time talking with subordinates. He would go to the fountain head; and daily he entered Mr. Cowles' private office, and daily he went over the figures of the contract he had in mind. "Won't you give me anything," said he, "no concession whatever?" and to this Cowles answered with a bit of cynicism in his laugh, "Morse, I don't know that I wouldn't give you a ticket to get you out of town." The order was finally given, and Morse went away, and for several days Cowles had a rest. But one day, perhaps a week later, Morse came again. He would go to St. Louis in the morning and came now to ask Cowles if he was in earnest about what he said about giving him a railroad pass.

I came to have occasional dealings with Morse, and to place some business for him, before he became associated with Mr. Bates. I never saw a man who so greatly appreciated commendation, praise—I may say flattery. He would wait for more of it—as a cat will to have her back stroked. I would not have thought him at all calculated to succeed as an advertising agent, but he really did first-rate, and Bates always had a high opinion of his abilities. The two were no more alike than chalk is like cheese.

NEW YORK, August 15, 1905.

The republication of Mr. Rowell's Reminiscences, in book form, is a consummation devoutly to be wished.

C. M. FAIRBANKS,  
Advertising Department of Browning,  
King & Co.

THE Union Stock Yards Bank of Buffalo improved the occasion of the annual convention of the National Live Stock Exchange being held in that city to issue a handsome booklet for distribution to the delegates. The twenty pages of advertising of live stock commission men that it carries probably went a long way towards defraying the cost of the booklet.

## DAY BY DAY

### Year In and Year Out

Every day of the year a statement of the circulation of THE CHICAGO RECORD-HERALD for each day of the previous month is printed on the editorial page.

No other Chicago morning paper prints this constant record.

CIRCULATION FROM JANUARY 1  
TO JUNE 30, 1905

Average per day, 148,529

Average Sunday, 202,738

## THE CHICAGO RECORD-HERALD

### HE LEFT.

Robert Bonner, one day, was criticizing human nature cynically. A clergyman took up the cudgel in human nature's defense.

"There is good in all of us," he said; "more good than bad. I believe 50 per cent of us have never done anything for which there is real cause to be ashamed."

"Nonsense," said Mr. Bonner. "Every man has a skeleton in his closet. You could shoot a gun anywhere and bring down a bad man."

"Why," he continued, warmly, "I once knew a Bishop who was considered the holiest man in America. A friend of mine, by way of a joke, telegraphed one night to this Bishop: 'All is discovered. Fly at once.'"

Mr. Bonner paused and chuckled.

"Well?" said the clergyman impatiently. "Well, what happened?"

By morning," said Mr. Bonner, "the Bishop had disappeared, and he has never been heard of since."—*The Independent.*

## Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

## THE CHICAGO "TRIBUNE."

HOW ITS DAILY ISSUE HAS BEEN BUILT UP IN THE PAST TWO YEARS UNDER THE MANAGEMENT OF MEDILL M'CORMICK—A SKETCH OF THE YOUNGEST PUBLISHER OF A GREAT AMERICAN DAILY—HOW THE "TRIBUNE'S" OLD RATE CARD WAS REFORMED—THE CHICAGO "TRIBUNE" AS A NEWSPAPER.

When Medill McCormick became the active business head of the Chicago *Tribune* two years ago there was great joy in a certain newspaper office in Boston. For upon his accession Charles H. Taylor, Jr., ceased to be known as the "boy publisher" of the United States, and was able to take up the serious work of life.

Medill McCormick is now twenty-eight years old. After leaving Yale five years ago he began to do "chores" on the paper built up by his grandfather, Joseph Medill, reporting police, conducting the insurance department, editing telegraph, learning the editorial ropes. He spent six months in the Philippines as correspondent, was in charge of the *Tribune* bureau at Washington, handled the political end at Springfield, the State capital, and finally settled down as an editorial writer. Editorial work has always been most agreeable to him, but in 1903 the business management of the paper was suddenly put into his hands. Taking charge of a great property like the Chicago *Tribune* at twenty-six is equivalent to adopting the strenuous life. Little foxes nibble at the tendrils of a business organization so huge when a young man begins to learn how to run it from the top. Some of the friendliest critics say that the marks of teeth have been evident under young Mr. McCormick's management. But he has developed decided executive ability, and while paying for his lessons, has not failed to learn them thoroughly. In two years the *Tribune* has not only grown in new directions, but been liberalized in policy.

His first step was to build up

circulation for the daily issue. For years untold the Chicago Sunday *Tribune* has been a paper of wide circulation, and so profitable as a money-maker that there have been times, it is said, when it really supported the daily. Mr. McCormick started a subscription campaign for the daily edition, using a premium—a Bible—that paid canvassing expenses. This campaign covered not only Chicago and its suburbs, but surrounding States as well, subscribers being sowed thickly in Illinois, Michigan, Iowa, Missouri, Wisconsin and Indiana. More than 60,000 readers were added. Then, having a circulation on the daily issue that made it a fit mate for the Sunday edition, the *Tribune's* time-honored custom of keeping its circulation secret was broken last fall and a statement published.

"Little was said about our subscription canvass until it had been finished," Mr. McCormick said recently. "By keeping quiet we cut out a good deal of competition. It took ninety days after our first circulation statement to convince advertisers that we had secured this great increase. I had thought that the mere statement would be enough, but we published it widely through printed matter, correspondence, the advertising journals and other methods for three months before there were evidences in the shape of inquiries and contracts. When advertisers did begin to come in, though, they sent us so much new business that our display advertising increase for January this year was fifty per cent greater than that of January, 1904. Our canvass was the largest ever made, I believe. For ten months we kept fifty agents out, adding in that period 63,000 eighteen-month subscribers.

"Then I reformed the *Tribune* rate card, which had always been one of the most puzzling schedules of its kind in the United States. This was a step in the dark. A firm of expert accountants was sent back over the books to figure our advertising revenue and, what was more important,

the revenue received from the numerous penalties formerly laid upon special position, cuts and so forth. Our rates had not been changed since 1893. After a mean rate had been evolved by this investigation a trifling percentage was added for increased circulation, and that has been made the rate for every class of display business except amusements, which have their own schedule. Our display card is the simplest of the simple to-day. It reads thus:

	Daily per line	Sunday per line
Five lines or more .....	35	45
1,000 " " .....	32.5	42.5
2,000 " " .....	30	40
2,500 " " .....	27.5	37.5
5,000 " " .....	25	35
10,000 " " .....	22.5	32.5
20,000 " " .....	21	30
40,000 " " .....	21	27.5
60,000 " " .....	21	26

"All penalties have been abolished. I figured that if an advertiser is going to use position it was better to put it in his reach, so the extra charge for position next to reading matter has been reduced from twenty-five per cent to ten, and that for top of column or under and next to reading matter from fifty per cent to twenty-five. This reduced rate is reasonable for the service and saves endless correspondence.

"We now claim for the *Tribune* the largest two-cent morning circulation in the United States. Premiums are still being used and our canvass goes on, so that the circulation of the daily issue is still increasing. The Sunday edition of the *Tribune* has always been impregnable in its advertising patronage, but with the daily there was some doubt. It had never been the practice of the *Tribune's* former publishers to state circulation, and when our canvass began we had not enough to make an impressive statement. General advertisers are circulation mad. The daily *Tribune* was, before the canvass began, a medium capable of giving service far out of proportion to the number of copies printed. But numbers are impressive, so we went after numbers. Now that our

practice of making statements to advertisers has been begun it will be continued.

"I class the *Tribune* as one of the four greatest newspaper properties in the United States—the other three are the Chicago *Daily News* and New York *Herald and World*. Those not intimately acquainted with the Chicago field frequently overlook the fact that the Chicago *Tribune* is a magnificent newspaper. In my opinion it stands second to none in the country in this respect. Its publishers have always believed in *news* before everything else. Our classification of news is very careful. The most important thing the managing editor does is to make up the paper. We have comparatively few departments. Our space is taken up with local, national and foreign happenings. We have besides the Associated Press, all the cables of the New York *Herald* and New York *Sun*. Our own staff of reporters is one of the most efficient in the country, and it rises to emergencies in a way that is peculiar to the Chicago *Tribune*. In times of big news the people of Chicago and its surrounding territory look to the *Tribune* for intelligence. We beat the country on the Battle of Manila. We printed a digest of the Supreme Court's decision on the income tax a week before it was made public, and were warned that if we ever did anything of this nature again we would be committed for contempt. As there is no appeal from the decision of the United States Supreme Court, of course, we would simply have to lie in jail and rot. Our annual review of criminal statistics is one of the most valuable contributions to criminology, and a statistical event all over the country. The *Tribune* is running now a series of letters on municipal ownership, from its own special correspondent sent to Great Britain. All similar questions are taken up in this way and covered by a man sent to the spot. This makes the Chicago *Tribune* a great newspaper, and in any consideration of its merits it is the word *news*

that we would wish to have stand out most prominently in an advertiser's mind."

Ninety per cent of the stock of the *Tribune*, which is capitalized at \$200,000, is controlled by the estate of Joseph Medill, its founder. The paper is now managed by the children of his two daughters, Mrs. McCormick and Mrs. Patterson. The *Tribune* has, on this account, been humorously referred to as an "orphan asylum." It is also remarkable for the number of young men in executive positions. No department head, with the exception of the editor-in-chief, is over forty-five, and the average ages of its staff is considerably below forty years.

#### IN DEFENSE OF NEWS-STAND CIRCULATION.

*Everybody's Magazine* has issued a booklet in which it is maintained that, contrary to the accepted belief of the advertising world, news-stand circulation is superior to paid-in-advance subscriptions so far as results to advertisers are concerned. Opinions from the newsdealers who handle eighty per cent of the editions of *Everybody's*, are cited, and seem to indicate that this magazine is purchased by an intelligent, influential class of people. A circulation map by States is given, and it is stated that on a basis of 700,000 copies monthly, 140,000 go to subscribers and 560,000 to newsdealers. An interesting table of results received by advertisers is also given, made up from replies as follows:

Names	Sub- mitted	News- stand Sales	Regu- lar Sub- scribers	% News- stand
Corliss, Coon & Co..	91	83	8	91%
Ostermoor & Co.....	53	43	11	79%
National Cloak Co..	105	87	18	83%
Angle Mfg. Co.....	303	268	35	88%
Corp. Securities Co..	176	166	10	94%
Wing & Son. ....	250	228	22	91%
Average .....				88%

"The only accurate and sufficient gauge of public interest in an up-to-date magazine is the record of its news-stand circulation," maintain the publishers. "Regularity of the monthly sales

indicates the strength of the magazine with the people. The reasons are these: The news-stand sales of a magazine of large circulation can be maintained in only one way—by making a magazine which appeals to the public. If the magazine does not appeal each and every month of the year, the people will simply stop buying it. Moreover, a great news-stand circulation requires the support of regular purchasers. Haphazard and occasional buyers will not suffice to keep it alive. A large and steady news-stand sale is therefore an absolute proof of unflagging interest on the part of the public. There are, of course, a large number of magazine readers who live in the smaller towns beyond the reach of news-stands, and there are others who subscribe to magazines by preference, but the number of people who cannot obtain their magazines at the news-stand is proportionately small."

"Your Own Fireside" is a commendable booklet about the subdivision of the Ralston Realty Co., San Diego, Cal. The "own your own home" argument has been attractively worked out.



YELLOW JOURNALISM.

UNADVERTISED INCUS-  
TRIES.

## SALT.

*By Frank L. Blanchard.*

One of the most widely distributed substances used in the preparation of food for consumption is common salt. It is found in its natural state in almost every country, and is, moreover, readily obtained by evaporation from seawater and from brine springs.

Although billions of pounds are manufactured and placed on the market each year the supply shows no signs of diminution. The storehouses of the earth's crust are so filled with it that it is almost inconceivable that a time will ever come when the supply will be exhausted.

The universality of the use of salt is coincident with its distribution. There may be in remote districts tribes of savages who do not know what salt is or who do not employ it for dietary purposes, but their number is exceedingly small. Every family in every civilized country has its salt-box, and could not keep house without it.

Salt is the best preservative yet found for the curing of beef and pork, millions of barrels of which are consumed annually in the United States, and other millions abroad. It furnishes directly or indirectly the main bulk of the soda called for in the various branches of chemical manufacturing. Upon a liberal supply of common salt largely rests the success of the china industry. Cheap salt, in connection with an ample supply of coal and sulphur, is the foundation of the great alkali trade of England and other European nations. Among the largest consumers of salt are the soap, paper and glass manufacturers.

Perhaps it is because salt is so widely distributed and is so cheap in price—five cents will buy enough to supply a family of six for two months—manufacturers have not become general advertisers. When asked why they do not enter the field they usually

say that the margin of profit is so small that it would not pay them to spend their money in publicity; or that all the advertising that could be done would not increase the consumption of salt to any appreciable extent.

The only concerns that have made any considerable effort to get business through advertisements in popular mediums are the Worcester Salt Company, makers of a superior table salt, and the Lamont-Corliss Co., producers of Cerebos salt. Of these the former is the best known because longest in the field. It has built up a large and successful business through advertising.

A few figures showing the extent of the salt industry in the United States are worth considering. In 1900 there were 159 establishments engaged in the production of salt. The amount of the output was 15,187,819 barrels and its value was \$7,966,897, an increase of 45 per cent over that of 1890. The amount of capital invested was \$27,123,364.

It was Lemoigne, a French Jesuit explorer who, in his journal published in 1653, first called attention to the existence of salt springs in western New York. The first salt made by white men in this country was produced in the Onondagan district in 1788. Salt is now found in 32 States and is turned out in considerable quantities in fifteen—Michigan and New York taking the lead. The latter State was the first to pass laws regulating its manufacture and sale, and for many years the producers were obliged to pay a tax of 12½ cents a bushel on all the salt made from the brine springs in central and northern New York. In 1898 the State sold its title to the salt lands because the revenue derived did not equal the expense of keeping up the works. The output of the thirty-eight New York State establishments in 1900 was 4,894,852 barrels.

And it is absolutely certain that any industry that annually produces three billion seven hundred and fifty million pounds of an ar-



ticle which goes into every home is a mighty big industry, even if it is sold at a low price, and has advertising possibilities of unusual promise. It is a well-known fact in advertising history that the largest fortunes in business have been from the sale of low-priced articles in common use.

Although salt is sold to the retailer as low as sixty cents a barrel, the best grades fetch as high as \$3. While it might not pay to spend much money in advertising the cheap grades there is no reason why the best kinds could not be profitably advertised in the daily newspapers and in the more popular of the magazines. Table salt, so called, is therefore, the salt, above all others, that should be given publicity.

Although salt, as I have previously stated, is widely distributed and is easily obtained, its quality varies. All salt is not pure chloride of sodium. Rock salt, which is mined from the earth like coal, contains besides chloride of sodium, sulphate of calcium, magnesium, and sodium, and chloride of calcium and magnesium. Salt obtained from sea water or from brine springs contains lime and other mineral substances.

A sample of salt in which may be found from one to one and one-half per cent of foreign saline admixtures, principally sulphate of calcium, is considered a very fair quality. Avery Island, La., salt is said to contain only 94 per cent of impurities.

It follows from the above that the manufacturer who makes a high-grade table salt at present has a fine opportunity to establish a large business in a trademarked brand, through advertising. If possible it should be put up not in bags but in practically moisture proof paper cartons, or packages, as all salt deliquesces when exposed to the air. The packages should be attractively wrapped, and upon the label should be conspicuously printed the trademark of the manufacturer, which may be a symbol or a word.

Much depends in these days

upon the manner in which an article is put up.

The ideal table salt is one that is snow white in color; has crystals of a uniform size; is free from impurities, and runs easily from the salt-cellar. As salt gathers moisture from the air the only way it can be kept from caking or solidifying is to put it in a warm, dry place. Within the last ten or fifteen years several manufacturers have placed brands of salt on the market that are warranted not to cake under ordinary circumstances. Such salt is artificially treated with chemicals and is, therefore, not as pure as the common kind. It must not be concluded, however, that the added substance, usually soda, is at all harmful.

The chief object of advertising a special brand is to so firmly fix its name and quality in the mind of householders that when salt is needed its name is at once suggested to the mind.

### NOTES.

SOME literature advertising Missouri farm lands, from the Hamilton Land Co., Huntsville, Mo., is modestly printed, but has the merit of giving ample information briefly.

THE fall educational announcement of the Y. M. C. A. of Racine, Wis., is a commendable booklet, giving detailed information and views of the class rooms. This association is conducting a night course which educates young men for the railway mail service.

"INSIDE INFORMATION," a long, thin, well-printed booklet from the A. B. Chase Co., Norwalk, Ohio, describes the Chase Piano in a style that is not greatly different from the common run of piano advertising, but which gains distinction by dress and manner of presentation.

VIEWS of the country, sights and people in Puget Sound are reproduced in a neat album for distribution by John Davis & Co. real estate men, Seattle, Wash. It is mailed to inquirers in other parts of the country with a view to interesting them in Puget Sound realty.

"ABOUT House Door Locks," a clever booklet from Sargent & Co., New York, shows the whole of a lock by the means employed in showing the human body in a paper mannikin. Successive sheets fold back, revealing the various parts of the lock and demonstrating its easy-working mechanism and durability.

## YOUR CHOICE OF COLOR IN THE BUTTERICK TRIO.

Ralph Tilton, advertising manager of the Butterick Trio, has perfected a way to print advertising in those magazines in color. The first color ads will be found in the October issues of the *Delineator*, *Designer* and *New Idea Woman's Magazine*, on the newsstands September 15. Other magazines have printed color ads, of course, but always as an inset, which the advertiser usually furnished, or by an additional printing in some specified section of a single issue, at a considerable additional cost for presswork. The Butterick Trio will now accept any ad of a column, two columns or full pages, printing it in any portion of any issue of the magazines in black and one color, the latter to be any color or tint the advertiser chooses. This gives a wide range for color illustration of goods, as well as the use of advertising pictures with color effects. A slight charge over the regular advertising rate is made for this new service—less than would be the cost of another impression on an inset, it is said. The Butterick Publishing Co.'s pressrooms, largest in the world with the exception of the Government printing office at Washington, have lately been equipped with machinery which produces this color work in the regular course of printing. The method is secret. Mr. Tilton believes that all important magazines will be forced to render color service to their advertisers within the next five years, but the Butterick Trio is first, and is said to have at least one year's start. Installation of similar facilities means the rebuilding of ordinary presses.

## A BACHELOR HOME FOR UNITED CIGAR STORES EMPLOYEES.

George J. Whelan, president of the United Cigar Stores Co., has plans under way for a large apartment house, which will be built in New York City and used as a

home and club for the unmarried employees in the company's many metropolitan stores. An expression of opinion from employees is first to be obtained, when plans will be perfected. This company has 700 clerks and managers in Greater New York, many of whom are bachelors, living in boarding houses, where they pay good prices for unsatisfactory, uncongenial accommodations. The application of the club principle will furnish better living and surroundings at no greater cost per individual, it is said, while the result to the company in better work will be valuable. The plan is not wholly utilitarian, however. Mr. Whelan is a prime mover in bettering his employees' condition. Less than a year ago he presented every clerk, manager and executive throughout the company's stores with life insurance policies, the premiums on which are paid as long as the insured persons remain with the company.

## THE AWFULNESS OF BRITISH TRANSPORTATION ADVERTISING.

Railways, like steamship companies, get out some very creditable posters of late years. Some of them publish ingenious pamphlets which develop a number of the facilities afforded by railways, and when anyone asks for information he can get it in forms often highly attractive. Steamship companies will give you beautifully illustrated booklets, showing their ships inside and out, and sometimes even showing the attractions of the countries they touch. These things can be had—for the asking. But when it comes to newspaper advertising—the advertising on which every advertisement manager worth his salt relies for new business, made business, business that wouldn't have existed at all if he hadn't reached out his hand and created it—when it comes to this, railway companies and steamship companies vie with one another in the effort to make their publicity as cold and unattractive as they know how to. Their announcements are just exactly as interesting as the poetic pages of Bradshaw: just exactly. If you want the information they give, you get all you require. "For the man who likes that kind of thing, this is the kind of thing he likes." But for the purpose of obtaining trade, of making trade, they are utterly and completely naught. They never made a man, woman, or child want to move a step outside the doorstep. They are not advertisements at all. They are mere excerpts from a book of reference.—*Advertising World*, London.

# A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

**IF** Announcements under this classification, if entitled as above, cost 30 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Athens. Limestone Democrat. weekly. R. H. Walker, pub. *Actual aver. first 3 mos. 1905, 1,032.*

## ARIZONA.

Phoenix. Republican. *Daily average for 1904, 6,859. Chas. T. Logan Special Agency, N. Y.*

## ARKANSAS.

Fort Smith. Times, daily. *Actual average for 1904, 3,376. Actual average for October, November and December, 1904, 3,646.*

## CALIFORNIA.

Fresno. Evening Democrat. *Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.*

Mountain View. Signs of the Times. *Actual weekly average for 1904, 27,108.*

San Francisco. Call, d'y and S'y. J. D. Spreckels. *Actual daily average for year ending June, 1905, 62,431, Sunday, 88,558.*

San Jose. Morning Mercury and Evening Herald. *Average 1904, 10,575.*

San Jose. Town and Country Journal, mo. W. G. Bohannon Co. *Average 1904, 9,125. May, June and July, 1905, 20,000.*

## COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. *Actual average for 1904, 10,926.*

Denver. Post, daily. Post Printing and Publishing Co. *Average for 1904, 44,322. Average for July, 1905, 46,116. Sy. 57,948.*

**IF** The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT.

Meriden. Journal, evening. *Actual average for 1904, 7,649.*

Meriden. Morning Record and Republican. *daily average for 1904, 7,559.*

New Haven. Evening Register, daily. *Actual av. for 1904, 12,613; Sunday, 11,107.*

Norwalk. Evening Hour. *Daily average year ending Dec. 1904, 5,217. Apr.-circ., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.*

Norwich. Bulletin, morning. *Average for 1903, 4,982; for 1904, 5,350; now, 6,128.*

Waterbury. Republican, dv. *Aver. for 1904, 5,770. La Coste & Maxwell spec. Agents, N. Y.*

## DELAWARE.

Wilmington. Every Evening. *Average guaranteed circulation for 1904, 11,460.*

Wilmington. Morning News. *Only morning paper in State. Three mos. end. Dec., 1904, 10,074.*

## DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average for 1904, 35,502 (©).*

## GEORGIA.

Atlanta. Journal, dv. *Av. 1904, 43,623. July, 1905, 46,297. Sy. 46,065. Semi-weekly 55,958.*

Atlanta. News. *Actual daily average 1904, 24,250. S. C. Beckwith, Sp. Ag., N. Y. & Chi.*

Atlanta. The Southern Ruralist. *Sworn average first six months 1905, 32,855 copies monthly.*

Augusta. Chronicle. *Only morning paper. 1904 average, daily 5,661; Sunday 7,450.*

Nashville. Herald. *Average for March, April and May, 1,375. Richest county in So. Georgia.*

## IDAHO.

Boise. Evening Capital News. *Daily average 1904, 2,296, average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.*

## ILLINOIS.

Bunker Hill. Gazette-News, weekly. *Average first 3 mos. 1905, 1,651. All home print.*

Cairo. Bulletin. *Daily and Sunday average 1904, 1,945, April, 1905, 2,220.*

Cairo. Citizen. *Daily Average 1904, 1,196, weekly, 1,127.*

Champaign. News. *First 3 mos. 1905, no issue of daily less than 2,500; weekly, 3,500.*

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. *Average for 1904, 4,100 (©).*

Chicago. Record-Herald. *Average 1904, daily 145,761. Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 205,501.*

**IF** The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



**Chicago.** Farmers Voice and National Rural. Actual average, 1904, 25,052.

**Chicago.** Gregg Writer. Monthly. Shorthand and Typewriting. Actual average 1904, 12,750.

**Chicago.** Inland Printer. Actual average circulation for 1904, 18,812 (C).

**Kewanee.** Star-Courier. Av. for 1904, daily 5,290, wy. 1,275. Daily, 1st 4 mos. '05, 5,502.

**Peoria.** Evening Journal, daily and Sunday. Sworn daily average for 1904, 13,525.

**Peoria.** Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

## INDIANA.

**Evansville.** Courier, daily and S. Courier Co., pub. Av. '03, 12,618. Sworn average vs. 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

**Marion.** Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,635.

**Muncie.** Star. Average net sales 1904 (all returns and unsold copies deducted), 28,751.

**Notre Dame.** The Ave Maria, Catholic weekly. Actual average for 1904, 23,815

**Richmond.** Sun-Telegram. Sworn av. 1904, dy. 8,761.

**Terre Haute.** Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,285.

## INDIAN TERRITORY.

**Ardmore.** Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; wy., 8,291.

## IOWA.

**Davenport.** Democrat and Leader. Largest gar. city circ'n. Sworn over, July, 1905, 7,538.

**Davenport.** Times. Daily aver. July, 10,656. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines.** Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 56,855. Present circulation over 89,000. City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

**Des Moines.** Wallace & Farmer, wy. Est. 1879. Actual average for 1904, 56,811.

**Keokuk.** Ga'e City. Daily av. 1904, 8,145; daily six months, 1905, 8,293.

**Muscatine.** Journal. Daily av. 1904, 5,240, tri-weekly 5,033, daily, March, 1905, 5,452.

**Sioux City.** Journal, daily. Average for 1904, sworn, 21,784. Av. for June, 1905, 24,777. Pri. is most news and most foreign and local advertising. Read in 50 per cent of the homes in city.

**Sioux City.** Tribune, Evening. Net sworn daily average 1904, 20,881; May, 1905, 24,329.5. The paper of largest circulation and advertising patronage. Ninety per cent of Sioux City's reading public reads the Tribune.

The absolute correctness of the latest circulation rating accorded the publishers of **Rosell's American Newspaper Directory**, who will pay one hundred dollars to the first person who successfully controverts its accuracy. Only Iowa paper that has the **Guaranteed Star**.



## KENTUCKY.

**Harrodsburg.** Democrat. Best wy.; best sec. Ky., best results to adv. Proven av. cir. 5,532.

**Louisville.** Times. Daily average year ending June 30, 1905, 36,025. Beckwith Agency, Rep.

**Paducah.** Journal of Labor. finds a welcome in the homes of well-paid workmen, 52 times a year.

**Paducah.** News-Democrat. Daily net av. year ending Dec. 31, 1904, 3,002.

**Paducah.** The Sun. Average for April, 1905 5,626.

## LOUISIANA.

**New Orleans.** Item, official journal of the city. Av. cir. first six months 1905, 22,256.

**New Orleans.** The Southern Buck, official organ of Elksdom in La. and Miss. Av. '04, 4,815.

## MAINE.

**Augusta.** Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

**Bangor.** Commercial. Average for 1904, daily 8,591, weekly 28,857.

**Dover.** Piscataquis Observer. Actual weekly average 1904, 1,918.

**Lewiston.** Evening Journal, daily. Aver. for 1904, 7,524 (C), weekly 17,450 (C).

**Phillips.** Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

**Portland.** Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

## MARYLAND.

**Baltimore.** News, daily. Evening News Publishing Company. Average 1904, 31,784. For July, 1905, 58,276.

The absolute correctness of the latest circulation rating accorded the publishers of **Rosell's American Newspaper Directory**, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS.

**Boston.** Evening Transcript (C). Boston's tea table paper. Largest amount of week day adv.

**Boston.** Globe. Aver. to July 1, 1905, daily, 198,075. Sunday, 592,528. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England" advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the **Boston Globe** is guaranteed by the publishers of the **American Newspaper Directory**, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



**Boston.** Post. Average for 1905, daily, 178,500; for 1904, 211,291. **Boston Sunday Post**, average for 1905, 140,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 30 cents per single line, flat, run-off paper; Sunday rate, 15 cents per line. The best advertising propositions in New England.

**Boston.** Traveler. Est. 1829. Actual daily av. 1905, 72,352. In 1905, 74,666. For 1904, average daily circulation, 81,055 copies.

Reps.: Smith & Thompson, N.Y. & Chicago.

**Fall River.** News. Largest cir'n. Daily av. 04 6,955; R. Robt. Tomas, Rep., 116 Nassau St. N.Y.

**Springfield.** Good Housekeeping, mo. Average first 5 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

**Worcester.** Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

**Worcester.** Opinion Publique, daily (C). Paid average for 1904, 4,732.

## MICHIGAN.

**Grand Rapids.** Evening Press av. Average 1904, 44,807. Average 6 mos. 1905, 46,087.

**Grand Rapids.** Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. **Grand Rapids** (pop. 100,000) and **Western Michigan** (pop. 750,000).

**Jackson.** Press and Patriot. Actual daily average for 1904, 6,605. Av. July, 1905, 7,308.

**Kalamazoo.** Evening Telegraph. First 6 mos. 1905, dy. 10,128, Sun, 10,174, s.-w. 9,685.

Kalamazoo Gazette, d'y. Yr. end'g May, '05, 10,808; May, 11,087. Largest circ'n by 4,500.

Saginaw Courier-Herald, daily, Sunday. Average 1904, 10,253; July, 1905, 15,015.

Saginaw Evening News, daily. Average for 1904, 14,816. June, 1905, 17,296.

Sault Ste. Marie Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

### MINNESOTA.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 87,927; last quarter of 1904 was 92,222; first six months of 1905 was 96,087; Sunday, 74,448.

**CIRCULATION** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 40,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis Journal, daily. Journal Printing Co. Aver. for 1903, 57,039; 1904, 64,535; first 7 mos. 1905, 67,405; July, 1905, 67,056.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1904, 52,065.

Minneapolis Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

St. Paul Dispatch, d'y. Aver. 1904, 58,026. January, 1905, 59,501. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1904, 72,951.

St. Paul The Farmer, a-mo. Rate, 35c. per line, with discounts. Circulation for year end'g Dec., 1904, 83,487.

St. Paul Volkzeitung. Actual average 1904, d'y. 12,685, w'y. 28,687. Sonntagsblatt 28,610.

### MISSISSIPPI.

Hattiesburg Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

### MISSOURI.

Clinton Republican. W'y av. last 6 mos. 1904, 5,510. D'y. est. Apr., '04 av. last 6 mos. '04, 800.

Kansas City Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,290.

St. Joseph News and Press. Circ. 1st 5 mos. 1905, 25,469. Smith & Thompson, East. Rep.

St. Louis National Druggist mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (© ©). Eastern office, 59 Maiden Lane.

St. Louis National Farmer and Stock Grower, monthly. Average for 1904, 68,548; average for 1905, 106,625; average for 1904, 104,750.

### MONTANA.

Butte Inter-Mountain. Sworn average daily circulation 1904, 12,678. Beckwith Sp. Agency.

# .. GUARANTEED ..



In the State of New York are two publications which possess the Guarantee Star, which signifies that the publishers of Rowell's American Newspaper Directory will pay one hundred dollars forfeit in each case to the first person who successfully controverts the accuracy of their circulation statements, as given in the 1905 issue of the Directory. The papers so distinguished are the Troy Record and the Buffalo Evening News.



# NEBRASKA.

Lincoln, Deutch-American Farmer, weekly. Average year ending January, 1905, 146,567.



Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,259. For March, 1905, 16,363. Only Nebraska paper that has the Guarantee Star.

Lincoln, Freie Press, weekly. Actual average for year ending January, 1905, 149,281.

Lincoln, Journal and News. Daily average 1904, 26,338; February, 1905, average, 28,055.

Omaha, Commercial. We reach Western business men. Do you want to? Circ'n 1904, 2,092.

# NEW HAMPSHIRE.

Nashua, Telegraph, dy. and wr. Daily average for 6 mos. ending April 30th, '05, 3,286.

# NEW JERSEY.

Camden, Daily Courier. Est. 1876. Net average circulation for 6 mos. end. June 30, 1905, 8,859.

Elizabeth, Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,518; 3 mos. to Aug. 1, 6,604.

Jersey City, Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

Newark, Evening News. Evening News Pub. Co. Av. for April, 1905, 61,544.

# NEW YORK.

Albany, Evening Journal. Daily average for 1904, 18,238. It's the leading paper.

Albany, Times-Union, every evening. Est. 1856. Av. for '04, \$6,487; Jan. Feb. & Mar. '05, \$5,594.

Binghamton, Evening Herald, daily. Herald Co. Av. for year end. June, 1905, 12,289 (\*).

Buffalo, Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 82,702.

Buffalo, Evening News. Daily average 1904, 88,457; 1st six months, 1905, 95,281.

Catskill, Recorder, weekly. Harry Hall, editor. Av. yr. end. May, '05, 5,718; May, 5,782.

Corning, Leader, evening. Average, 1904, 6,255. First quarter 1905, 6,425.

Cortland, Democrat, Fridays. Est. 1840. Av. 1904, 2,296. Only Dem. paper in county.

Glens Falls, Morning Star. Average circulation, 1904, daily 2,292.

Mount Vernon, Daily Argus. Average 1904, 2,915. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1904, 4,722. 3,000 more than all other Newburgh papers combined.

# New York City.

American Illustrated Magazine, formerly Leslie's Monthly Magazine. Av. circulation for 1904, 248,946. Present aver. circulation 300,169.

Army & Navy Journal. Est. 1863. Actual weekly average for 52 issues, 1904, 9,271 (©). Only Military paper awarded "Gold Marks."

Bakers Review monthly. W. H. Gregory Co., publishers. Actual average for 1904, 4,900.

Benniger's magazine, family monthly. Benziger Brothers, Average for 1904, 57,025. present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1904, 25,662 (©).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

Gaelic American, weekly. Actual average for 1904, 8,179; for 23 weeks in 1905, 28,150.

Haberdasher, mo. est. 1881. Actual average for 1904, 7,000. Binders affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (©). D. T. MAILLET, Pub., 253 Broadway.

Leellie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

The People's Home Journal, 525,166 monthly. Good Literature, 452,333 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

Pocket List of Railroad Officials, qly. Railro'd & Transp. Av. 1903, 17,992; 1904, 19,547.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for eleven months ending June 28, 15,769 copies.

The Wall Street Journal. Dow, Jones & Co., pub. Daily average first 6 months, 1905, 12,916.

The World. Actual aver. for 1904, Morn., 502,425. Evening, 879,785. Sunday, 455,484.

Rochester, Case and Comment, mo. Lane. Av. or 1904, 20,000; 5 years' average, 30,105.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1903, 11,625; 1904, 13,574.

Syracuse, Evening Herald, daily. Herald Co., pub. Av. 1904, daily 55,648. Sunday 59,161.

Utica, National Electrical Contractor, mo. Average for 1904, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,579.

# NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,148; Sunday, 8,408, semi-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. Average 1904, 9,756.

# NORTH DAKOTA.

Grand Forks, Herald. Circ. July, '05, 6,357. Examination by A. A. A., June, '05. Biggest Daily in North Dakota. LaCoste & Maxwell, N. Y. Rep.

# OHIO.

Akron, Beacon Journal. Av. 6 mos. ending July, 1904, 11,198. N. Y. 230 Broadway.

Ashtabula, American Sanomat Finnish. Actual average for 1904, 10,286.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,195. July, 1905, 75,862 daily Sunday, 77,095.

Dayton, Herald, evening. Circ., 1904, 12,280. Largest in Dayton, paid at full rates.

Youngstown, Indicator. Dy. av. '04, 12,020. LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantee 5,000. Average for 1904, 5,170.

Zanesville, Times-Recorder. Shown av. 1st 6 mos. 1905, 10,427. Guar'd double nearest competitor and 50% in excess combined competitors.

# OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

Portland, Oregon Daily Journal. Actual average for June, 1905, 25,002.

## PENNSYLVANIA.

**Chester Times**, ev'g d'y. Average 1904, 7,929. N. Y. office, 230 E'way. F. H. Northrup, Mgr.

**Harrisburg Telegraph**, Dy. sworn av., year end'g June, 12,060; June, 12,726. Best in H'g.

There are two ways  
of covering Phil-  
adelphia—using all  
the morning pa-  
pers, or—going in

## The Evening Bulletin

Net Average Circulation for July  
210,277 Copies a Day

The BULLETIN's circulation figures  
are net; all damaged, unsold, free and  
returned copies have been omitted.  
WILLIAM L. McLEAN, Publisher.

"In Philadelphia Nearly Every-  
body Reads the 'Bulletin.'"

**Philadelphia**. Confectioners' Journal, mo. Av. 1904, 3,604; av. 1st 6 mos. 1905, 3,420 (©).

**Philadelphia**. German Daily Gazette. Average circulation 1904, daily 49,082, Sunday 57,395. Sworn statement. Cir. books open.

## The Evening Telegraph

READ EVERYWHERE IN  
PHILADELPHIA.

## JULY CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of July, 1905:

1.....169,383	17.....163,285
2.....Sunday.....161,283	18.....161,283
3.....167,389	19.....161,097
4.....Holiday.....166,630	20.....161,924
5.....165,906	21.....161,920
6.....165,906	22.....163,034
7.....165,489	23.....Sunday.....161,336
8.....163,656	24.....161,172
9.....Sunday.....165,890	25.....160,768
10.....165,100	26.....161,692
11.....169,440	27.....160,781
12.....161,893	28.....164,008
13.....162,091	29.....Sunday.....161,838
14.....162,091	30.....161,838
15.....162,091	31.....161,838
16.....Sunday.....162,091	

Total for 31 days, 4,085,990 copies.

NET AVERAGE FOR JULY,

163,839 copies per day

BARCLAY H. WARBURTON, President.  
PHILADELPHIA, August 5, 1905.

**Philadelphia**. The Grocery World. Actual average for 1904, 11,764.

**Philadelphia**. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 593,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription.



"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the art of 'Advertising to the Farm Journal.' After canvassing 'of merits extending over a 'period of half a year, that paper, among all 'those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agricultu- 'ral population, and as an effective and economi- 'cal medium for communicating with them 'through its advertising columns."

**Philadelphia**. The Press is a Gold Mark (©) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 118,244.

**Pittsburg**. Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

**West Chester**. Local News, daily. W. H. Hodgson, Average for 1904, 15,180 (©). In its 34th year, Independent. Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Williamport**. Grift America's Greatest Weekly. Av. first 3 mos. 1905 285,756. Smith & Thompson, Repts., New York and Chicago.

**York**. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

## RHODE ISLAND.

**Pawtucket**. Evening Times. Average for six months ending June 30th, 1905, 16,818.

**Providence**. Daily Journal, 17,290 (©). Sunday, 20,426 (©). Evening Bulletin 27,586 average 1904. Providence Journal Co. pub.

**Westerly**. Can. Geo. H. Utter, pub. Average 1904, 4,480. Only daily in So. Rhode Island.

## SOUTH CAROLINA.

**Charleston**. Evening Post. Actual dy. aver. for first 3 months 1905 4,438. Apr. 4,438.

**Columbia**. State. Actual average for 1904, daily 8,164 copies. (©) per issue; semi-weekly 2,251. Sunday 9,417 (©). Act. aver. for first 7 months of 1905, daily 9,031; Sunday 10,594.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## TENNESSEE.

**Chattanooga**. Crabtree's Weekly Press. Average April and May, 88,082.

**Knoxville** Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (©). Weekly average 1904, 14,518.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**Knoxville**. Sentinel. Av. '04, 11,482. Led nearest competitor \$1,000 in advertising '04, 6 days vs. 7.

**Memphis**. Commercial Appeal, daily. Sunday, weekly. Average 1st 6 mos. 1905, daily 28,721. Sunday, 55,247. Weekly, 84,498. Smith & Thompson, Representatives N. Y. & Chicago.

**Nashville**. Banner, daily. Aver. for year 1905 18,772; for 1904, 20,708. Average March, April, May, 21,287.

## TEXAS.

**San Angelo**. Standard, weekly. Average for 1904, 2,908.



**Denton.** Record and Chronicle. Daily av. 1904, \$16. Weekly at., 2.775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

**El Paso.** Herald. Av. '04, 4.211; May '05, 5.015. Merchants can use showed Herald in 50% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 N. Main St., N. Y.

### VERMONT.

**Barre.** Times, daily. F. E. Langley. Aver. 1904, \$1.161; for six months, 1905, 5.565.

**Burlington.** Free Press. Daily av. '03, 5.566. '04, 6.682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

**Burlington.** Daily news, evening. Actual daily average 1904, 6.018; last 6 mos., 6.625; last 3 mos., 7.024; last month, 7.547.

**Rutland.** Herald. Average 1904, 5.527. Average 5 months ending June 1, 1905, 4.151.

### VIRGINIA.

**Norfolk.** Dispatch. 1904, 9.400; 1905, April, 11,090; May, 11,287; June, 11,542.

**Richmond.** News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

**Richmond.** Times-Dispatch, morning. Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

### WASHINGTON.

**Olympia.** Recorder. Daily av. 1904, 2.289; weekly, 1.465. Only paper with tele. reports.

**Seattle.** Times. Actual aver. circulation Oct., Nov. and Dec., 1904, 37,090 daily, 43,450 Sunday. By far largest daily and Sunday in State.

**Tacoma.** Ledger. Dy. av. 1904, 14,564; Sy., 18,475; w., 9,524. Aver. 6 mos. ending June 30, 1905, Daily, 15,159, Sunday, 19,771.

**Tacoma.** News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

### WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Horner, pub. Average for 1904, 2,820.

**Wheeling.** News. Daily paid circ., 11,517 (\*). Sunday paid circ., 11,958 (\*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

### WISCONSIN.

**Milwaukee.** Evening Wisconsin, d'y. Av. 1904, 26,201; July, 1905, 26,755 (©©).

**Milwaukee.** Journal, daily. Journal Co., pub. Tr. end. June, 1905, 37,886, July, 1905, 40,788.

**Oshkosh.** Northwestern, daily. Average for 1904, 7.251. December, 1904, 7.426.

**Wisconsin Agriculturalist.** Racine, Wis., Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 23,181; for 1904, 27,254; for year ended July 31, 1905, 40,192. N. Y. Office, Temple Court, W. C. Richardson, Mgr.

### WYOMING.

**Cheyenne.** Tribune. Actual daily average net for first six months of 1905, 4,580.

### BRITISH COLUMBIA.

**Vancouver.** Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for July, 1905, 8,745.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Aver. for 1903, 5,695; for 1904, 4,556 (\*).

### MANITOBA. CAN.

**Winnipeg.** Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,501. Daily, July, 1905, 51,269.

### NEW BRUNSWICK. CAN.

**St. John.** Star. Actual daily average for October, November, December, 1904, 6,091.

### NOVA SCOTIA. CAN.

**Halifax.** Herald (©©) and Evening Mail. Circulation, 1904, 15,635. Flat rate.

### ONTARIO. CAN.

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

**Toronto.** Star, daily. Daily average circulation for July, 1905, 37,840.

**Toronto.** The News. Sworn average daily circulation for June, 1905, 39,496. Advertising rate 3½¢ flat, run of paper. The largest circulation of any evening paper published in Ontario.

**Toronto.** Evening Telegram. Daily, aver. 1904, 31,884. Perry Lukens, Jr., N.Y. Repr.

### QUEBEC. CAN.

**Montreal.** Herald, daily. Est. 1808. Actual aver. daily 1904, 25,550; weekly, 18,886.

**Montreal.** La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 118,592.

**Montreal.** Star, d'y. & w'y. Graham & Co. Av. for '03, dy. 55,127, w'y. 122,269. Av. for 1904, dy. 56,795, w'y. 125,246.

**Sherbrooke.** Daily Record. Guaranteed av. 1904, 4,917; July, 1905, 6,356.

Every publisher whose paper is entitled to be listed in the Roll of Honor should seek representation therein. The cost of the service can't be a plea against it, because the charge is really only nominal. There isn't a publisher in all America who believes in an honest and square deal—and who practices what he believes—that can't afford twenty dollars and eighty cents a year for fifty-two two-line insertions in the Roll of Honor. The Roll of Honor is a newspaper directory to date; it chronicles the facts of last month, last week—of yesterday. The Roll of Honor is scientific advertising without a particle of waste.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, ten per cent discount, or \$18.75 spot cash, if paid wholly in advance.

## COLORADO.

**THE** Denver Post, Sunday edition, Aug. 30, 1906, contained 4,807 different classified ads, a total of 100 8-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

**MERIDEN**, Conn., RECORD covers field of 50,000 population, working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DISTRICT OF COLUMBIA.

**THE EVENING AND SUNDAY STAR**, Washington, D. C. (© ©), carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

## ILLINOIS.

**PEORIA** (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

**THE CHAMPAIGN NEWS** for years has carried more classified ads than all other papers in Champaign county combined. Nearly everybody in the county looks to The News to supply their wants.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Series, and that's why the DAILY NEWS is Chicago's "want ad" directory.

## INDIANA.

**THE Terre Haute STAR** carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

**THE Indianapolis News** during the year 1904 printed 125,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid want ads during that time.

**THE Star League**, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

**THE Indianapolis STAR** is the Want ad medium of Indianapolis. It printed during the year of 1904 591,315 lines of Want ads. During the month of December the STAR printed 17,536 lines of classified financial advertising. This is 4,375 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,616 lines, and the Sun 3,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

**THE MARION LEADER** is recognized as the best result getter for want ads.

**THE Muncie STAR** is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

## IOWA.

**THE Des Moines CAPITAL** guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, 5¢ per line. It is published six evenings a week, Saturday the big day.

## MAINE.

**THE EVENING EXPRESS** carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want ad medium of Baltimore.

## MASSACHUSETTS.

**25 CENTS** for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

**THE BOSTON EVENING TRANSCRIPT** is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

**THE BOSTON TRAVELER** publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

**BOSTON GLOBE**, daily and Sunday, first six months of 1905, printed a total of 217,455 classified ads, and there were no trades, deals or discounts. This was a gain of 3,959 "want" ads over the same period of 1904, and was 71,145 more than any other Boston paper carried during the first six months of 1905.

## MICHIGAN.

**SAGINAW COURIER-HERALD** (daily), only Sunday paper, result getter; circulation in excess of 12,500; 1c. word; 5c. subsequent.

## MINNESOTA.

**THE Minneapolis JOURNAL** carried over 55 per cent more Want ads during July, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 57,039; 1904, 64,353; first 7 months 1905, 67,405; July, 1905, 67,036.

**THE MINNEAPOLIS TRIBUNE** is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads, price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

**THE St. Paul DISPATCH** is St. Paul's Want Ad Directory, carrying more advertising than all other St. Paul mediums combined. The guaranteed paid circulation of the St. Paul DISPATCH for year ending March 31, 1905, 57,568; for March, 59,440; for April, 60,541; for May, 62,727; this increase caused by thorough canvassing—no premiums. Thousands of people use it exclusively and everybody includes it in their list. No free want ads are published and objectionable advertising is rigidly excluded. The May advertising shows a daily increase of over 600 lines in three months. Seven telephone trunk lines assist in receiving this classified business.

## MISSOURI.

**THE Joplin Globe** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**THE Kansas City JOURNAL** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

**MONTANA.**

**THE** *ABRACONDA STANDARD* is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1901), 11,359; Sunday, 13,756.

**NEBRASKA.**

**L** *INCOLN JOURNAL AND NEWS*, combined circulation over 37,000. Cent a word.

**THE** *Lincoln Daily Star*, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 15,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. *DAILY STAR*, Lincoln, Neb.

**NEW JERSEY.**

**ELIZABETH DAILY JOURNAL**—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

**NEWARK, N. J., FREE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

**NEW YORK.**

**THE** *Post-Express* is the best afternoon Want ad-medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS**, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**I** *N* *Binghamton* the *LEADER* carries largest patronage, hence pays best. *BECK WITH*, N. Y.

**BUFFALO NEWS** with over 37,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE** *TIMES-UNION*, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**NORTH CAROLINA.**

**THE** *EVENING SENTINEL*, Winston-Salem, the want ad medium of western North Carolina. 25 per cent net increase circulation past six months. Rate, 5 cents line.

**OHIO.**

**I** *N* *Zanesville* the *TIMES-RECORDER* prints twice as many Want Ads as all the other papers.

**THE** *Zanesville SIGNAL* reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium, 1c. per word. Largest circulation.

**THE** *MANSFIELD NEWS* publishes daily more Want ads than any other 20,000 population newspaper; 25 words or less 3 consecutive times or less, 1/2c.; one cent per each additional word.

**OKLAHOMA.**

**THE** *OKLAHOMAN*, Okla. City, 11,451. Publishes more Wants than any four Okla. competitors.

**PENNSYLVANIA.**

**THE** *Chester, Pa., TIMES* carries from two to five times more classified ads than any other paper.

**WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN?**  
Want Ads. IN THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."  
Net paid daily average circulation for July,  
210,777 copies per day.  
(See Roll of Honor column.)

**SOUTH CAROLINA.**

**THE** *Columbia STATE* (20c) carries more Want ads than any other S. C. newspaper.

**VERMONT.**

**THE** *Burlington Daily News* is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

**VIRGINIA.**

**THE** *NEWS LEADER*, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (\$2,550 over 1 year) and the recognized want advertisement medium in Virginia. Classified advice, one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

**WISCONSIN.**

**N** *O* paper of its class carries as many Want ads as the *EVKING TELEGRAM*, of Superior, Wisconsin.

**J** *ANESVILLE GAZETTE*, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

**CANADA.**

**THE** *Halifax HERALD* (20c) and the *MAL-NOVA* Scotia's recognized Want ad mediums.

**L** *A PRESSE*, Montreal. Largest daily circulation in Canada without exception. (Daily 95,335, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

**THE** *DAILY TELEGRAPH*, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE** *Montreal DAILY STAR* carries more Want advertisements than all other Montreal dailies combined. The *FAMILY HERALD* AND *WEEKLY STAR* carries more Want advertisements than any other weekly paper in Canada.

**THE** *Winnipeg FREE PRESS* carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the *FREE PRESS* carries a larger volume of general advertising than any other daily paper in the Dominion.

**BRITISH COLUMBIA.**

**VICTORIA COLONIST**. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

About sixty representative classified advertising mediums are now using this department, but by way of demonstrating how much more extensively it should be patronized the following list of similar mediums not represented is given:

Birmingham, Ala.....	News.
Mobile, Ala.....	Ledger.
Montgomery, Ala.....	Register.
	Advertiser.
	Journal.
Little Rock, Ark.....	Gazette.
Los Angeles, Cal.....	Express.
	Times.
Oakland, Cal.....	Tribune.
	Enquirer.
Sacramento, Cal.....	Evening Bee.
San Diego, Cal.....	San Diegan Sun.
San Francisco, Cal.....	Bulletin.
	Examiner.
	Call.

San Jose, Cal.....	Mercury and Herald.	Lawrence, Mass.....	Telegram.
Colorado Springs, Colo.....	Gazette.	Lowell, Mass.....	Sun.
Pueblo, Colo.....	Chieftain.		Citizen.
Bridgeport, Conn.....	Standard.	Lynn, Mass.....	Evening Item.
	Post	Malden, Mass.....	Evening News.
	Telegram-Union.	New Bedford, Mass.....	Standard.
Hartford, Conn.....	Times.	Newburyport, Mass.....	News.
	Courant.	North Adams, Mass.....	Transcript.
New Britain, Conn.....	Herald.	Northampton, Mass.....	Hampshire Gazette.
New Haven, Conn.....	Union.	Pittsfield, Mass.....	Eagle.
	Register.	Salem, Mass.....	Evening News.
Waterbury, Conn.....	Republican.	Springfield, Mass.....	Union.
Wilmington, Del.....	Every Evening.		Republican.
Jacksonville, Fla.....	Metropolis.	Taunton, Mass.....	Gazette.
Tampa, Fla.....	Morning Tribune.	Waltham, Mass.....	Free Press Tribune.
Atlanta, Ga.....	Constitution.	Worcester, Mass.....	Telegram.
	Journal.		Evening Post.
Augusta, Ga.....	Chronicle.	Bay City, Mich.....	Evening Times.
Macon, Ga.....	Telegraph.	Detroit, Mich.....	News.
Savannah, Ga.....	Press.		Journal.
	News.		Free Press.
Aurora, Ill.....	News.	Grand Rapids, Mich.....	Herald.
Bloomington, Ill.....	Pantagraph.		Evening Press.
Chicago, Ill.....	Tribune.	Jackson, Mich.....	Citizen.
	Record-Herald.		Morning Patriot.
Decatur, Ill.....	Review.	Kalamazoo, Mich.....	Telegraph.
Elgin, Ill.....	News.		Gazette-News.
Joliet, Ill.....	News.	Port Huron, Mich.....	Times.
	Republican.	Saginaw, Mich.....	Evening News.
Peoria.....	Star.	Duluth, Minn.....	Evening Herald.
Quincy, Ill.....	Journal.		News Tribune.
	Whig.	St. Paul, Minn.....	Pioneer Press.
Rockford, Ill.....	Republic.	Winona, Minn.....	Republican and Herald.
	Register-Gazette		
Springfield, Ill.....	State Register.	Kansas City, Mo.....	Star.
Anderson, Ind.....	Bulletin.		Times.
Evansville, Ind.....	Journal-News.	St. Joseph, Mo.....	News and Press.
	Courier.	St. Louis, Mo.....	Globe-Democrat.
Fort Wayne, Ind.....	Sentinel.		Post-Dispatch.
	Journal-Gazette.	Springfield, Mo.....	Leader-Democrat.
	News.	Butte, Mont.....	Inter-Mountain.
South Bend, Ind.....	Tribune.	Helena, Mont.....	Daily Record.
Burlington, Ia.....	Evening Gazette.	Omaha, Neb.....	News.
	Hawk-Eye.	Manchester, N. H.....	Union.
Cedar Rapids, Ia.....	Republican.		Mirror and American
Clinton, Ia.....	Advertiser.	Nashua, N. H.....	Telegraph.
	Herald.	Atlantic City, N. J.....	Atlantic Review.
Council Bluffs, Ia.....	Nonpareil.	Bayonne, N. J.....	Times.
Davenport, Ia.....	Times.	Camden, N. J.....	Courier.
Des Moines, Ia.....	News.	Hoboken, N. J.....	Observer.
Dubuque, Ia.....	Telegraph-Herald.	Jersey City, N. J.....	Evening Journal.
	Times.	Newark, N. J.....	Evening News.
Sioux City, Ia.....	Journal.	New Brunswick, N. J.....	Home News.
	Tribune.	Passaic, N. J.....	Herald.
Leavenworth, Kan.....	Times.		News.
Topeka, Kan.....	Capital.	Paterson, N. J.....	Morning Call.
	State Journal.	Trenton, N. J.....	Times.
Wichita, Kan.....	Eagle.	Amsterdam, N. Y.....	Recorder and Democrat.
	Beacon.		
Covington, Ky.....	Kentucky Post.	Auburn, N. Y.....	Advertiser.
Lexington, Ky.....	Leader.	Brooklyn, N. Y.....	Eagle.
Louisville, Ky.....	Times.	Elmira, N. Y.....	Evening Star.
	Evening Post.		Gazette and Free Press.
	Herald.	Jamestown, N. Y.....	Morning Post.
New Orleans, La.....	News.	Kingston, N. Y.....	Freeman.
	Item.	Newburgh, N. Y.....	News.
Bangor, Me.....	Picayune.	New York City.....	American.
	Commercial.		World.
Lewiston, Me.....	News.		Times.
	Evening Journal.		Herald.
Boston, Mass.....	Sun.		Telegram.
	Herald.		Staats-Zeitung.
Fall River, Mass.....	Post.	Poughkeepsie, N. Y.....	Eagle.
	Globe.	Rochester, N. Y.....	Democrat and Chronicle.
	News.		
	L Independent.	Schenectady, N. Y.....	Gazette.
Fitchburg, Mass.....	Sentinel.		Star.
Gloucester, Mass.....	Times and Cape Ann Advertiser.	Syracuse, N. Y.....	Herald.
	Cape Ann News.		Post-Standard.
Haverhill, Mass.....	Gazette.	Troy, N. Y.....	Record.
Holyoke, Mass.....	Transcript.		Times.
		Utica, N. Y.....	Press.
			Herald-Dispatch.

Watertown, N. Y.....	Times.	Seattle, Wash.....	Star.
Yonkers, N. Y.....	Statesman.	Spokane, Wash.....	Spokesman-Review.
Charlotte, N. C.....	Observer.		Chronicle.
Akron, Ohio.....	Beacon Journal.	Tacoma, Wash.....	Ledger.
	Press.		News.
Canton, Ohio.....	Repository.	Wheeling, W. Va.....	News.
Cincinnati, Ohio.....	Times-Star.	LaCrosse, Wis.....	Leader-Press.
	Post.	Milwaukee, Wis.....	Sentinel.
Cleveland, Ohio.....	Press.		Journal.
	Plain Dealer.		Evening Wisconsin.
Columbus, Ohio.....	State Journal.		Germania-A b e n d -
	Citizen.		Post.
Dayton, Ohio.....	News.	Oshkosh, Wis.....	Northwestern.
Hamilton, Ohio.....	Evening Sun.	Racine, Wis.....	Evening Times.
Lima, Ohio.....	News.		News.
Sandusky, Ohio.....	Star.	Vancouver, B. C.....	Province.
Springfield, Ohio.....	Press-Republic.	Hamilton, Ont.....	Spectator.
	Morning Sun.	London, Ont.....	Free Press.
Toledo, Ohio.....	Times and News-		Advertiser.
	Bee.	Ottawa, Ont.....	Citizen.
	Blade.		Evening Journal.
Portland, Ore.....	Oregonian.	Toronto, Ont.....	Star.
	Telegram.		Globe.
Allentown, Pa.....	Morning Call.		Evening Telegram.
Altoona, Pa.....	Mirror.	Quebec, Que.....	Telegraph.
Easton, Pa.....	Argus.		L'Evenement.
Erie, Pa.....	Times.		
Harrisburg, Pa.....	Star-Independent.		
	Telegraph.		
Johnstown, Pa.....	Democrat.		
Lancaster, Pa.....	New Era.		
	Examiner.		
McKeesport, Pa.....	News.		
New Castle, Pa.....	News.		
Norristown, Pa.....	Times.		
Philadelphia, Pa.....	Inquirer.		
	Evening Telegram		
	Press.		
Pittsburg, Pa.....	Press.		
	Times.		
	Gazette.		
	Post.		
Reading, Pa.....	Eagle.		
Scranton, Pa.....	Times.		
York, Pa.....	Dispatch.		
	Gazette.		
Newport, R. I.....	News.		
Pawtucket, R. I.....	Evening News.		
Providence, R. I.....	Bulletin.		
	News.		
Woonsocket, R. I.....	Call.		
	Reporter.		
Charleston, S. C.....	News and Courier.		
	Evening Post.		
Sioux Falls, S. D.....	Argus-Leader.		
Chattanooga, Tenn.....	Times.		
Knoxville, Tenn.....	Sentinel.		
	Journal and Tribune.		
Memphis, Tenn.....	Commercial Appeal.		
	News-Scimitar.		
Nashville, Tenn.....	Banner.		
	American.		
Austin, Tex.....	Statesman.		
Dallas, Tex.....	Times-Herald.		
	News.		
Forth Worth, Tex.....	Record and Register.		
Galveston, Tex.....	Tribune.		
	News.		
Houston, Tex.....	Post.		
	Chronicle and Her-		
	ald.		
San Antonio, Tex.....	Express.		
	Light.		
Waco, Tex.....	Times-Herald.		
Odgen, Utah.....	Standard.		
Salt Lake City, Utah.....	Salt Lake Tribune.		
	Salt Lake Herald.		
Burlington, Vt.....	Free Press.		
Norfolk, Va.....	Virginian Pilot.		
Petersburg, Va.....	Index Appeal.		
Richmond, Va.....	Times-Dispatch.		
Roanoke, Va.....	Times.		
Bellingham, Wash.....	Herald.		
Seattle, Wash.....	Times.		

### NO "CURE-ALL" IN FOLLOW-UP OR ADVERTISING COPY.

If I have a line that I can advertise in a high-grade literary magazine, and a cheap mail-order monthly, I use two follow-up systems at the same time, for it ought to be obvious to any man that a letter which will appeal to a reader of, say *Boyce's Weekly*, will hardly be likely to convince a regular subscriber to the *Atlantic Monthly*.

And, mind you, it's not only in the appearance and form of the "follow-up" matter that this is true.

It's true also of the *method of handling* the follow-up matter.

To certain classes of persons you can mail letters much more frequently than to others, a printed typewritten letter may be all right for some persons, and all wrong for others. A short letter is all that certain classes will read, and for other persons you can't get them too long.

And so it goes all the way through.

Therefore, young man, when you start out to devise a "model" follow-up system, you are up against the impossible.

You either don't know very much about it, or you are in the same class as the quack medicine man with his cure-all.

And my observation has led me to believe the same thing true of advertisements. I have been paying for advertisements for several years now, and I have failed so far to find any one *style* or any one *method* that is a dead sure proposition.

And I've learned to be a little suspicious of the "dead sure" men too.—*Agricultural Advertising.*

A HALF DOZEN envelope fillers from the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., covers as many different types of instrument, giving half-tone views, diagrams and description in small space. Unlike the ordinary envelope filler, which is usually fragmentary, they tell the whole story.

# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,145 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted); cost \$30.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

## WASHINGTON, D. C.

THE EVENING STAR (◎◎). Washington, D. C. Reaches 90% of the Washington homes.

## GEORGIA.

ATLANTA CONSTITUTION. Act av. for 1904: Daily 55,885 (◎◎). *Sy* 42,819, *W* 107,925.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

## ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

## KENTUCKY.

LOUISVILLE COURIER JOURNAL (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS.

BOSTON PILOT (◎◎). every Saturday. Roman Catholic. Patrick H. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

BOSTON BOOT AND SHOE RECORDER (◎◎). greatest trade paper; circulation universal.

WORCESTER OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

## MICHIGAN.

GRAND RAPIDS FURNITURE RECORD (◎◎). Only national paper in its field.

## MINNESOTA.

**THE NORTHWESTERN MILLER** (◎◎) Minneapolis, Minn.; \$5 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—Most reliable and ably edited.—*Times*. Chattanooga, Tenn. *E. News* prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

VOGUE (◎◎). the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE.

In 1904. average issue, 17,500 (◎◎).

D. T. MALLATT, Pub. 263 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the NEW YORK HERALD first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

THE NEW YORK TIMES (◎◎) bears "All the news that's fit to print" into over 100,000 homes within 25 miles of Times Square; rigidly censors advertising; quantity of quality.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

## OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

## PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 115,242.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. \$2,540 more advertisements April, May June and July than same period 1904.

# THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

## VIRGINIA.

NORFOLK LANDMARK (◎◎) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Dozen Newspapers.

## CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,683, flat rate.

# THE TORONTO GLOBE (◎◎)

5% larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VEREE, Tribune Bldg., N. Y.; Boyce Bldg., Chicago.

PRINTERS' INK.

In the matter of CIRCULATION, QUALITY and PRICE, there is not a single argument that can be presented to an advertiser by any magazine of standard size that does not equally apply to the

# AMERICAN ILLUSTRATED MAGAZINE

(For 30 Years LESLIE'S MONTHLY)

1. The monthly circulation guaranteed to advertisers of a QUARTER MILLION is *exceeded*.

2. The quality is officially determined by the tax assessors' reports from every important city and town, indicating that more than 70 per cent of the subscribers to the AMERICAN ILLUSTRATED MAGAZINE are taxpayers. The quality of the magazine itself best explains this whole point.

3. There is no magazine of equal quality and stability that sells its advertising space at so low a rate per page per thousand of net paid circulation.

RATES: \$280 a page;  $\frac{1}{2}$  and  $\frac{1}{4}$  pages pro rata; \$1.40 per agate line with 5 per cent discount for 6 months or  $1\frac{1}{2}$  page contracts; 10 per cent for yearly or 3 page contracts.

Advertising copy should be received by the **25th** of the month to insure proofs and classification; **August 25th** for **October**; **September 25th** for **November**, etc.; the last form closes on the **1st**.

COLVER PUBLISHING HOUSE,

Western Office,  
151 La Salle Street,  
Chicago.

(For 30 Years Frank Leslie Publishing House)

141-147 Fifth Avenue, New York.

\*\*\* Our advertising department is represented by Chas. D. Spalding, Robert Cade Wilson, Metz B. Hayes and R. A. Boice.



TEN CENTS

# AMERICAN ILLUSTRATED MAGAZINE

The Circulation

Exceeds 250,000



SEPTEMBER 1905

SILVER PUBLISHING HOUSE 111 N. FIFTH AVE. N. Y. C.

on the Magazine  
50 Monthly

PRINTERS' INK.

With the September number, now published

LESLIE'S MONTHLY

becomes the

# AMERICAN ILLUSTRATED MAGAZINE

---

---

## *Because:*

A magazine of vigorous personality, with likes, dislikes and convictions of its own, must have a name that fits it.

The name Leslie fitted the magazine a generation ago.

The name American fits it to-day and fits it like a glove.

The price will remain the same: 10 cents a copy; \$1.00 a year.

COLVER PUBLISHING HOUSE,

*Western Office,*  
153 La Salle Street,  
Chicago.

(For 50 Years Frank Leslie Publishing House)

141-147 Fifth Avenue, New York.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING  
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES.

Advertisements, 30 cents a line, (pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,  
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.  
London Agent, F. W. SEARS, 54-52 Ludgate Hill, E.C.

NEW YORK, AUG. 30, 1905.

**PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.**

### THE BUSINESS-BRINGING LETTER AND HOW TO WRITE IT.

William Clendenin, himself a writer of terse English, contributes to the August number of *System* a helpful article on the art of letter writing, not altogether a lost art with us, but one that has lost many of its charming qualities. The stenographer and the typewriter enable us to write more letters than did our forefathers, but the gain in this direction is offset by the sloven phraseology of many modern business letters. We no longer write letters; we talk them. Style is sacrificed to speed.

"The best letter writer in a busi-

ness house to-day," says Mr. Clendenin, "is the man who puts life and action into his correspondence; vivid ideas; originality of expression; personality, force and even daring; the self-same elements exactly that make for strength in personal contact. If this is seriously and steadfastly undertaken and persevered in, the result is the development of style—and 'style is the man himself.'"

A letter is part of a man's character; you can put soul into it or leave it out, according as the writer has one or not, or simply shuffles along the calf-path of precedent. Things wear themselves out by over use in every walk of life. It is so with words.

\* \* \*

The vital thing is to get away from stereotyped forms of expression. There is a sameness and staleness altogether too common in first letters. Take the conventional invocation of the common herd of business letters:

Dear Sir: We take great pleasure in sending you, etc.

Dear Sir: Our fall catalogue offers, etc.

Dear Sir: Our goods present bargains, etc.

Dear Sir: We shall be pleased to receive your order, etc.

\* \* \*

"We"—"Our." "We" this and "we" that—all alike—all about us. What about the other fellow? The "we" habit is a violation of the first rule of good correspondence. The business man who opens a business letter is naturally more interested in himself and in his affairs than in yours. Ethically, it is too bad that this is the case, but it is nevertheless true, and therefore a condition of "approach" to be reckoned with and studied. The correspondent should strive not only to overcome this fact but to take advantage of it. Go to the other extreme—take the other tack. Famous letter writers follow this rule religiously. Let me quote some of the old masters of good English:

Dear Sir: Whatever you may be thinking, etc.

Dear Sir: You have by this time, etc.

Dear Sir: Just as your interests appear, etc.

Dear Sir: This letter to you is, etc.

\* \* \*

"You"—"your"—not "we." Your business; not ours. In other words the drive of the correspondent should be at the self interest of the addressee—not the reverse of it. There is another thought in this, and that is, that even some of our best commercial writers make the mistake of assuming a prospective customer's interest instead of studying to attract it.

\* \* \*

We cannot afford to ignore the craft and subtlety there is in leading a prospect into wanting the very thing you want him to want. This is what the colleges call "the psychology of suggestion." The secret of it is to suggest the idea of advantage in doing business with you without flaunting it at him by stupid, wide-open expressions, as, "We are very desirous of receiving an order from you." Of course you are. He knows that. Why tell him about it and call his attention to your side of it—your gain and profit?

\* \* \*

Speaking of the choice of words the writer says: "Simple words, and, above all, the old English forms, are much the stronger. Hard-hitting, clean-cut, Anglo-Saxon is the stoutest and safest thought carrier we have. A few comparisons prove this. Compare the sturdy vigor and hearty welcome of the words, "Come in!" with the more polished invitation, "You are cordially invited to enter." "Keep out" is a stronger bar than "Positively no admittance."

\* \* \*

Mr. Clendenin characterizes as a popular fallacy the idea that business letters are conversation by mail. "They are by no means conversation," he says. "To converse carries the suggestion of ease, of friendly intercourse, congenial chat—pleasant, agreeable—but not necessarily business. Business letters go further than that. A business letter is a veri-

table living argument; it is yourself in action—the man there before you listening—your cause at issue—and the result depending there and then, right now, upon what you have to say and the way you say it. It is not conversation; it is solicitation and debate—serious and earnest—strong as you know how to make it. And here is where words and ideas count—the force and power of the right word in the right place.

---

WHAT is said to be the largest newspaper building west of Chicago is being erected in San Francisco for the *Chronicle*.

---

MR. C. C. PHILBRICK, general manager of the Columbus, O., *Press-Post*, announces that all the interest in the *Press-Post*, except his own, has been purchased by Mr. W. P. Harrison of Columbus.

---

WHITELAW REID, American Ambassador to Great Britain, has leased Earl Cowper's county seat, Rest Park, Bedfordshire. Mr. Reid will live there during the winter.

---

AFTER a year's unsuccessful effort to be the third evening paper in Houston, Texas, the *Daily News*, of that city, has suspended. The *Daily Leader*, of Canton, Ill., which has been published since 1877, has also ceased publication.

---

There is one great charm that every advertiser who spends money for space in PRINTERS' INK may be conscious of, and that charm is: That no man pays any less for service performed for him, and that no man receives any favors that would not willingly be granted to any other man if they were granted to anybody at all. This statement applies with equal force and meaning to the man who inserts a two-line classified advertisement once as well as to the man who makes a yearly contract for a full page advertisement. Is this condition of facts odd, or is it a square deal?

THE weekly edition of the Detroit *Free Press* has been sold by Otto Carmichael, the new publisher of this daily, and will be consolidated with the *Michigan Farmer* of the same city.

THE only equitable rate is a flat rate—provided the price is right. A good and deserving publication has no difficulty in getting the price every time. The weaker ones find the sliding scale an excellent bait for business.

C. J. Z.

THE booklet on 100 pound paper, other things being equal, is much more convincing than the one on 80 pound stock.—*Agricultural Advertising.*

Is this true or is it one of those off-hand statements that writers on advertising subjects sometimes make without weighing their words. Good paper and press-work are desirable in a booklet, but how many laymen—and it is the laymen who read the booklets—are able to distinguish between 80 and 100 pound paper?

RESTORFF & BETTMANN, manufacturers of Glycerole, for many years a standard shoe polish, have decided upon a campaign to the consumer for the purpose of bringing an increased demand upon the dealer, and will, during the coming fall and winter, advertise their product in a considerable list of women's publications and standard magazines. This advertising is in the hands of The George Ethridge Company, of New York.

To succeed these days the advertising game must be played to the limit—one series of weak ads may give your competitor an advantage hard to overcome.

TELL the truth about your goods, but be certain that the merits of the goods you handle are such that a plain statement of facts is sufficient to place them above the ordinary.

THE E. Katz Special Advertising Agency, of 230 to 234 Temple Court, New York, and 317 and 318 U. S. Express Bldg., Chicago, have been appointed sole agents of the *Register*, Torrington, Conn.

CHARLES PECK, who came from Chicago when the Fourteenth Street Store was opened, is now with the foreign advertising department of the Hearst papers. Mr. Peck was formerly advertising manager of the Rothschild store, Chicago.

PART of the prohibition law in Maine is a section forbidding anyone to advertise or give notice of the sale or keeping of liquor. Some of the daily papers in that State have made a practice of publishing liquor advertising from other States, but recently on the request of the Civic League of Maine all stopped this class of advertising except the *Bangor Commercial*. Publisher J. P. Bass, of that paper, intends to test the law in the courts.

## **The Daily Times Recorder**

Member Associated Press and American Newspaper Publishers' Association.

ZANESVILLE'S GREAT NEWSPAPER.

Zanesville, Ohio, Aug. 16, 1905.

PRINTERS' INK, New York City.

Gentlemen: Inclosed please find renewal contract for "Roll of Honor" advertising, which we consider to be the best value obtainable in the line of publicity.

Yours very truly,

THE TIMES RECORDER Co.,

W. O. Littick.

### A PHRASE WANTED.

Portland wants an advertising phrase that will be as effective as "Watch Tacoma Grow," and for the purpose of obtaining it has offered a prize of \$25 for the most acceptable suggestion. The competition is open until August 31. Suggestions may be addressed to Henry E. Reed, secretary Lewis and Clark Exposition, and marked 'Portland Day.' Portland Day at the fair is September 30. The slogans submitted must not contain more than five words.

THE *Ohio Farmer*, Cleveland, issues a booklet reviewing its thirty-three years' experience in the agricultural field and giving a list of several hundred prominent business houses throughout the country who have advertised steadily in its pages anywhere from two to thirty-two years. This weekly claims to have by far the largest bona fide paid circulation of any regular weekly agricultural or live stock journal in America, and offers to forfeit \$1,000 to any one who can demonstrate that this assertion is incorrect.

### READY PRINT POSTERS.

ST. LOUIS, Aug. 15, 1905.

Editor of PRINTERS' INK:

Will you be kind enough to put us in communication with some concerns that do a ready print poster business in two or three colors. We are in the market for various kinds of advertising novelties of all kinds as well as advertising literature.

HARGADINE-MCKITTRICK DRY GOODS COMPANY,  
Advertising Manager.

A PITHY little magazine called the *Master Printer* is published by the Master Printers' Association of Philadelphia. It contains some technical matter, but chiefly news of the printing and publishing world, gossip of publications, articles on business problems, etc. The editor is George McDade and the office of publication at 929 Chestnut street, that city.

### IN ZANESVILLE, OHIO.

The daily *Times Recorder* submits a detailed and sworn circulation statement for the first six months of 1905 proving a daily average of 10,427 copies. Mr. W. O. Littick, the advertising manager of the *Times Recorder*, further asserts:

1. The *Times Recorder* guarantees its advertisers a circulation exceeding that of the other ten Zanesville publications combined, and 70 per cent in excess of the other two dailies combined. It exceeds that of both dailies in the city and suburbs, and it mails 80 per cent of all second class matter sent through the Zanesville postoffice.
2. In the first six months of 1905 it carried 17,895 paid Want ads, against 4,175 for both daily competitors, and 31,775 inches more commercial advertising than its nearest competitor.
3. It has the largest circulation of any 2-cent paper in the United States published in a city of less than 30,000 population.
4. It is the only Small City Daily in Ohio that gets the full day and night Associated Press report.
5. Its rates are the lowest per thousand circulation of any Ohio Small City Daily.

GREAT BRITAIN made the war and ought to make the peace.—*Town Topics*, Aug. 17, 1905.

Yes, but the one might be as rotten as the other.

Office of the  
**GERMAN DAILY GAZETTE PUBLISHING CO.**  
924 ARCH STREET,

Philadelphia, August 17, 1905.

Mr. Chas. J. Zingg, Publisher of PRINTERS' INK,  
10 Spruce St., New York City.

DEAR SIR: We feel that the "Roll of Honor" in PRINTERS' INK has been a good investment for this paper, and therefore authorize you to insert our card for another year. Inclosed you will find duly signed a renewal contract for the same. Very truly yours,

GERMAN DAILY GAZETTE PUBLISHING CO.,  
Howard C. Story, Foreign Advertising Mgr.



THE advertising problem, simply stated, is to use space in a profitable way. So far as the retailer is concerned, is not a complex one. It is not a difficult task to judge the amount of space you need to use in a single ad, but when a number of mediums have to be used the difficulty becomes greater. It is a significant fact, however, that few failures are recorded of advertisers who confined their advertising to the newspapers. Failures usually take place when a large campaign of advertising is undertaken, embracing magazine and other forms of publicity. It would seem, therefore, that the majority of advertising failures are due primarily to an unwise distribution of a large advertising appropriation, and not to bad copy, though it is possible that good copy might in some cases have redeemed the error of an expensive campaign. The retailer, however, is not confronted with this difficulty. By using small newspaper space to begin,

and increasing his appropriation according to results, he is not in danger of falling into those advertising traps that are usually the results of somebody's theory of advertising, rather than sound inductive methods. The retailer who writes fairly sensible copy will find his advertising profitable. —*The Rhode Island Advertiser.*

## NOTICE.

37 WILLIAM STREET, New York,  
August 23, 1905.

Editor of PRINTERS' INK:

I beg to announce that I have resigned as president and general manager of the corporation of Doremus & Co., Advertising Agents, 44 Broad street, New York City, and am no longer connected with that company in any capacity.

The H. W. Doremus Advertising Agency, Lord's Court, 27 William street, New York City, will hereafter look after my advertising interests. I can assure those entrusting business to this agency the same careful attention that has characterized my work in the past.

Thanking you for past favors,

Yours very truly,

H. W. DOREMUS.

## IF HE WERE MEAN ENOUGH.

It is customary at fashionable weddings for a male relative to give away the bride. In some cases some other fellow could do it more effectively—if he wanted to.—*Obermayer Bulletin.*

The greatest harm that has ever befallen advertising as an honest business force—is the practice of swapping space. In this pernicious process somebody is always outwitted—premeditatedly.

C. J. Z.

WILLIAMS & LAWRENCE, Tribune Building, New York, have been appointed special agents for the *Evening Telegram*, Salt Lake City.

THE Barre, Vt., *Telegram* has suspended publication. It was established in 1898, and suspended last December, only to resume again next day. This last suspension appears to be final. This leaves Barre with but one paper, the *Daily Times*.

Pacific Coast Advertising for August prints in full the advertising papers read at the recent convention of Pacific Coast ad men at Portland. As a reflection of advertising conditions and prospects in the Far West it is an interesting symposium.

THE New York municipal journal known as *Public Improvements* has changed its name to *Municipal News*. It deals with matters of interest to city officials, contractors, etc., and is published at 309 Broadway, New York, by the Municipal News Association. A magazine edition is published monthly.

THE publisher of the Des Moines *Capital*, Lafayette Young, is now in the Philippine Islands with Secretary Taft's party. Mr. Young expects to make a tour of the world before returning home and is writing a number of letters to the *Capital* and other big newspapers. The St. Louis *Post-Dispatch* and the Chicago *Tribune* have published some of Mr. Young's letters.

It is rumored, says the *Trade Press List*, Boston, that the Canadian customs and postoffice are devising means to stop the sale of American trade and technical papers in Canada. Some years ago this same question was agitated, and the trade and technical publications thrown out of the Canadian mail as advertising matter, and only permitted entry on the payment of a large specific duty.

MR. HARRY C. VOLK, late advertising manager of the Hoskins store, is now connected with Smith, Arrison & Co., Advertising Agents, 728-29-30 Mutual Life Building, Philadelphia, Pa.

"THE summer vacation is one of the most useful of business customs," declared an employer. "By means of vacations the employer gets a line on his men. For instance, Mr. A is away two weeks and his work is done by young B, who accomplishes more and makes suggestions that are worth following. That means that A's department is going to turn out more work from that time on. Then perhaps old C takes a month and leaves his assistant in charge. If things go to pieces it means that C needs a new assistant or that C is selfish about developing a possible successor. In any case we have learned something mighty interesting and useful."—*N. Y. Sun*.

# Pears'

My grandmother used Pears' Soap; perhaps yours did, too. We owe them gratitude for that.

Use Pears' for the children; they soon acquire the habit.

Established in 1789.

PEARS' ADS ARE ALWAYS GOOD.

## BALMER ON FROTHINGHAM.

## OPPORTUNITY WITH FITNESS BRINGS SUCCESS.

From a letter recently received from Mr. Frothingham, Thomas Balmer, advertising director of the Street Railways Advertising Company, New York City, sends the Little Schoolmaster the following extracts and comments:

"I don't pretend to be anything more than a steady worker in love with my business," and yet the gentleman who writes this precludes this statement and some which follow, with the comment that he doesn't think he possesses any remarkable qualifications for the position to which he has just been appointed.

The letter is so remarkable in its modesty (a characteristic of the gentleman) that I venture to make some comments on it in the interests of the best there is in advertising. What an exceptional quality it is to find a steady worker, and a steady worker because he is in love with his business! He might have said "for the money there is in it" if that were true, but that doesn't seem to interest him—he is in love with the advertising business, and has been constantly aiming, ever since I have known him, to carry out some of the highest ideals any man ever gave expression to, or lived in his life for the betterment of advertising and that has helped the advertiser.

He only claims to have a "reasonable amount of fairly good judgment." Perhaps he doesn't realize that a "reasonable amount of fairly good judgment" is a very rare quality. An exceptional amount would constitute a great captain in business, but the lack of it causes most failures in any business, and a reason why so many never get beyond the ranks—and the rear ranks at that. If they get in the front ranks they are in luck, but never do we find shoulder-straps on them.

He says, "I have nothing but my record to fall back on." Isn't that enough for a man—to have a record, an ancestry in his profession, a certificate of success that is a promise for the future?

And he says, "I cannot discover anything in it that calls for encomiums or eulogies." That is good. Here's a man going along every day doing his level best, and it is good work, conscientious and successful, and he doesn't expect encomiums for it. And yet he says "he isn't conscious of possessing" any qualities which are exceptional.

My few years in advertising warrants me in stating that the living of these qualities makes any man who enjoys them an exception to the great number, the exception to even the choice ones, when he adds to those qualities "idealism in his work" and says that that work is "the breath of his

life" to him. These are the qualities that have made the man—the old Advertising Manager of *Life*, the fitting candidate, and now the accepted Advertising Manager of *Everybody's Magazine*, the man who hasn't "sought results at the expense of the violation of his ideals" or "business acquired through mere opportunity," who considers "the value received indispensable" and "must play its part in any business transaction with which he is identified" are paramount reasons why *Everybody's* is to be congratulated upon the association they have made with Mr. Robert Frothingham.

*Everybody's*, since its incipency, has had an ideal. My old friend, John Adams Thayer, has always had an ideal and he has done as much as lay in his power (more than many who think they have done more) to make the advertising profession an honor to the man who is equal to the elevation to which it would raise him if he could exercise such qualities as those indicated.

And Mr. E. J. Ridgway, when the opportunity came to him, has shown that he has an ideal as a publisher that is not taking second rank with any other and, like the Colossus, he stands astride, determined that nothing shall pass him that does not measure up to his ideals.

And now, with the Advertising Department manned by a man who also in his capacity has the highest ideals, they have the opportunity of building *Everybody's Magazine* for the future in complete harmony, each man in his field, working to the same great end; each in his own way and in sympathy with each other for the betterment of all connected with it—the reader, and the advertiser who believes in it and profits by his opportunity—and all proud to be connected directly or indirectly with it.

There are many advertising men with sound advertising views who have not sufficient courage in their convictions to put them into operation. They are head believers, but not heart believers. A man doesn't necessarily do what he thinks is right, but if it breaks his heart to do the wrong, he will do the right, and it is because I believe that just these qualities are in Robert Frothingham that I write this to PRINTERS' INK, that if you believe with me that through him as Advertising Manager of *Everybody's Magazine*, advertising and advertisers will receive a distinct helpfulness that might not have been the case had another selection been made, and that in the wider opportunity he receives through this young giant of magazines, he will reach an audience greater and more influential, and his opportunity for usefulness be increased many fold beyond that he has ever had in the past and be made more apparent for that reason. "To whom much is given, of him shall much be required." It is in my confidence that he will be equal to the opportunity I write you, hoping you will find this sufficiently interesting to give it publicity in PRINTERS' INK, as an estimate for the full stature of an advertising man as he is seen by me.

## A LIVE BUSINESS MAGAZINE.

*Salesmanship*, the monthly magazine devoted to the selling end of business, is perhaps more practical and direct in its field than any similar publication. It deals not only with salesmanship over the counter and on the road, but gives common sense suggestions on reading human nature and adapting argument to different types of people. Its articles never have the amateurish tone so familiar in many journals that attempt to cover a business subject, and when one gets through reading a number of the magazine he lays it down with the feeling that the time has been spent to advantage. *Salesmanship* is two years old and is published at Meadville, Pa., but the Salesmanship Publishing Company also has an office in the Ellsworth Building, Chicago.

## RAILROAD ADVERTISING.

In the course of an address delivered before the Pacific Coast Advertising Men's Association of Portland, Oregon, Mr. Rinaldo M. Hall, advertising manager of the Oregon Railroad & Navigation Co., spoke of the results that the advertising matter put out by the road with which he is connected had produced:

I am often asked about direct results of our railroad advertising, and I have no hesitancy in saying that direct results are often seen.

The influx of new settlers, so far as the territory reached by the Oregon Railroad & Navigation Co. (a part of the Union Pacific system) is concerned, is the result of a campaign of advertising that is constantly carried on, the advertising manager's motto being, "the truth about the section is good enough." Every piece of advertising matter is most carefully prepared and the statistics verified so that the general passenger agent and every official of the road can swear as to the authenticity of the publication.

During the month of May, 1905, the advertising department of the Oregon Railroad & Navigation Co. sent out 37,076 pieces of advertising matter, and during June about 42,000. These went to all parts of the United States and to foreign countries, and many there are who do not appreciate what the general passenger agent is doing; that in advertising travel he is incidentally advertising all other commodities; that every new settler brought into a community means a new subscriber to one or more newspapers, a new factor in the neighborhood and therefore a means of increasing every business necessary to supply his wants.

*McClure's Magazine* has begun the erection of a building for its printing plant in Long Island City. It will be ready by the first of the year.

## LIKE NO OTHER SOAP ADVERTISING.

Those who have watched the change in Ivory Soap advertising since the Procter & Gamble advertising department came under the charge of J. M. Campbell, formerly with the Rock Island System, have seen the development of a style of advertising that is quite new in its field, though soaps have been advertised more or less almost since the invention of soap. This advertising has not been startling in its departure from former methods. The fine illustrations associated with Ivory have been continued. But in copy general arguments have been replaced with specific directions for using Ivory Soap, such as in washing dress goods, cleaning rugs, washing fowls and animals for exhibition, etc. Each ad contains complete directions for using the soap for some definite purpose, and the multitude of uses suggested in different classes of publications shows great ingenuity on the part of the Procter & Gamble copy department. Each ad has its own illustration, and the series now running in general and special mediums comprise several hundred distinct arguments. The illustrative work for Ivory Soap is in the hands of the George Ethridge Co., New York.

Now and then a pupil of PRINTERS' INK suggests that the outward dress and appearance of the Little Schoolmaster is poor and uninviting, and believes that a showier make-up or a special cover might tend to secure the paper more attention. Every time the suggestion is made it comes with more sincerity of expression than definite advice what should be done. PRINTERS' INK would like to receive well digested opinions and suggestions on this topic.

THE most harmful consequence of yellow journalism is its destroying influence of citizenship in the making.

### NOT DEFINITE.

HUNTINGTON, W. Va.,  
Aug. 17, 1905.

Editor of PRINTERS' INK:

As the best authority on the subject we would be very glad to have your opinion upon the value of a labor paper in comparison with an ordinary newspaper to an advertiser.

Hoping this request may not be too much out of your way or take up too much of your time, we are,

Yours truly,

THE HUNTINGTON MAGAZINE SUBSCRIPTION AGENCY.

This question is as incomplete as the answer to it. The question naturally arises what is to be advertised and what labor paper is to be compared in a certain locality with a given daily therein. It would appear that the ordinary newspaper ought to have the preference on general lines of advertising calculated to interest the masses in the consumption of a staple article or an article adapted to their average means.

### COST OF WAR NEWS.

For business reasons, if for no others, newspaper publishers should be lovers of peace, because war news comes high. Melville E. Stone says in the *Century* that the Associated Press spent \$8,000 for cable tolls alone to report a single naval battle. The association spent \$300,000 in all to cover the Spanish war. The meagre accounts received of the great battles in Manchuria have cost fortunes, and the newspapers obtain no increase in revenue to counterbalance the expenditure for war news.—*Fourth Estate*.

Office of the

"AMERICAN ENGINEER AND RAILROAD JOURNAL."

140 NASSAU STREET, New York City,  
August 18, 1905.

MR CHAS. J. ZINGG,  
Editor and Manager,  
10 Spruce Street, City.

DEAR SIR—I have found PRINTERS' INK to contain so many valuable suggestions helpful to me that I would like to have you send a copy regularly to my house, 140 Urban st., Mt. Vernon, N. Y., with bill for subscription.

Yours very truly,

G. M. BASFORD, Editor.

The Little Schoolmaster does not blame an advertising agent for making swap offers to publishers.

PRINTERS' INK blames the American publisher who accepts propositions of that sort and thereby admits that advertising space in his publication has no fixed value, and wants everybody else to know that it hasn't. The newspaper publisher who swaps space cheapens his paper, cheapens himself and assists generally in taking an unfair advantage of some inexperienced advertiser. Every American publisher, who believes in a square and honorable deal, will turn down emphatically the advertising agent who wants something for which he does not intend to give a fair return. Space offers in personal organs of no standing are not a fair return.

## A LITTLE AD THAT ALWAYS APPEARS IN THE COMPANY OF THIEVES.

Almost any morning you care to look for it along the bottoms of the news columns of the New York *Sun* you will find the small reading notice of the Aetna Indemnity Company, 68 William street, New York. If you don't, it may be taken as an indication that the world was abnormally virtuous the day before. For the Aetna Indemnity Company's little "reader" never appears unless it can get position directly under a news story of a burglary, a theft

### INDIAN BUREAU MAN ARRESTED.

**Wilson, Dismissed Recently, Indicted for Padding Payrolls.**

Fred H. Wilson, a financial clerk and acting superintendent at the Indian Warehouse, in Wooster street, was arrested by Marshal Henkel yesterday and taken before United States Commissioner Shields charged with causing fraudulent claims to be presented to the Commissioner of Indian Affairs. Wilson pleaded not guilty and was held for examination in \$1,000 bail.

In the indictment Wilson is alleged to have certified to a payroll of \$965, on which was the name of Herbert L. Sayers, laborer, who received \$75 for services rendered. Wilson is charged with having induced Sayers's claim knowing it to be false and fraudulent. His attorney says the matter grew from an error in bookkeeping and can be easily explained.

Wilson was dismissed on April 21 by Secretary of the Interior Hitchcock after an investigation of his department here.

**EMBEZZLERS & DISHONEST EMPLOYEES** can be insured against by the fidelity bonds of THE AETNA INDEMNITY COMPANY guaranteeing employers against loss. Particulars at 68 William st., N. Y. City. Tel. 4670—John.—Ads.

or an embezzlement. Some advertisers take pains to assure themselves of the purity of their neighbors before they contract for space in a newspaper or magazine. But the Aetna Indemnity Company diligently seeks criminal associations for its little ad, and upon the extent of the crimes recorded it depends more or less for results.

This company's home office is in Hartford, Conn. It sells various forms of fidelity bonds, burglar insurance and theft policies, and has advertised them successfully by means of folders, blotters, calendars, novelties and similar mediums. Several months ago the

present form of advertising was devised.

"We had some difficulty in persuading the New York newspapers to accept these little readers on condition that they be printed only under embezzlement and burglary news," said Treasurer Brewster to a PRINTERS' INK reporter, at the William street offices. "The advertising, editorial and mechanical departments had to be brought to work together, publishers said, and often the ad would have to be inserted in the last five minutes before going to press. But we wanted this particular kind of newspaper advertising or none at all, so finally the *Sun* consented to the arrangement. Then the other papers followed readily enough.

"It is good advertising. People have come in from places as far away as Harrisburg, Pa., mentioning the ad when taking out policies or bonds. We began last spring, using the *Sun*, *Times*, *Evening Mail*, *Press* and *Journal of Commerce*. As summer advanced we reduced the list to the *Sun* and *Mail*, but shall add other papers in the fall, when people get back to town and take up business again. Sometimes two of the 'readers' appear on one day—a burglary and an embezzlement ad. Once in a great while a day is skipped, but this is exceptional. We believe that in the fall results will be more perceptible, after the advertising has had time to become familiar. Of course, no way can be found to accurately determine how much business is brought by these 'readers.' But they are frequently mentioned by persons who do business with us, and we feel sure that they are profitable.

"Our most popular policy is that covering theft from residences. We sell ten of these to every burglar policy. Theft policies cost \$12.50 per \$1,000 insurance, and cover every form of theft and every kind of property on the premises. Of course, as there is never a total loss by theft, the insured takes out a fractional part of the total risk—we advise twenty-five per cent. A burglar policy

covers loss only where there are evidences of forcible entry, and is cheaper, costing \$10 per \$1,000. We never write theft policies on mercantile property. Fidelity bonds are written at various rates, according to the risk, and cover embezzlement by any employee; but each employee must be scheduled, with the amount for which our company is to be held liable on his account. Another form of insurance that might lend itself to this form of advertising is our messenger hold-up policy, which indemnifies an employer when his messenger is robbed on the way to or from the bank or his paymaster held up. This costs one and a half per cent of the risk."

"Your advertising would seem to have a pretty strong appeal to women," suggested the reporter. "Have you ever considered extending it to such publications as *Town Topics*, *Town and Country*, *Life*, *The Outlook* and others that are said to reach well-to-do women?"

"No, we have not," replied Mr. Brewster. "It is our belief that the New York newspapers reach the women we want to tell our story to as effectively as they reach the men. The daily newspaper gets their attention. Furthermore, the larger proportion of our business is with men—in bank burglary and other mercantile policies. We spend a good deal of money in literature to reach them direct.

"Theft, burglary and embezzlement insurance is not a new thing in this country, but in the past six years there has been a healthy growth of interest in it. You may be interested in knowing that the companies that lead in this form of insurance are now seriously considering a joint advertising appropriation which will be expended to advertise these forms of insurance. The suggestion originated with Mr. Larned, of the Fidelity & Casualty Company, New York, which is one of the nine companies in this field. The others are our own, the United States Fidelity & Guarantee Company, Baltimore; Central Accident

Company, Pittsburg; Empire Surety Company, Brooklyn; General Accident Company, Philadelphia; Maryland Casualty Company, Baltimore; National Surety Company, New York, and New Amsterdam Casualty Company, New York. No definite action has been taken yet, but if the appropriation is made I presume it would be spent in newspapers, street cars, billboard advertising, etc. Plans would be perfected to advertise the idea of burglary and embezzlement insurance, without giving prominence to any particular company. Our own advertising in the New York papers, I might add, is partly of this character; for, while it mentions our own company prominently, I am certain that many readers attracted by the ads eventually take out policies or bonds in other companies, perhaps being influenced to do so by the fact that they have friends connected with them. A joint appropriation of this character ought to help all the companies more than a much larger sum spent by each in individual advertising."

#### EARLY RAILWAY ADVERTISING.

The railway advertising business which now monopolizes much valuable space in hotel offices began here. "I remember it well," said a man now in Boston. "When I was a boy I was sent to the printing office where the *Herald* office now is, to get the printed fliers, which were in long strips. Half a dozen different Western and local roads advertised and I had to pin them together and leave them in railway stations and hotel offices. I would leave them on chairs and settees, and well remember one morning when the clerk at the old Wintrop House grabbed me by the neck and bounced me into the street for 'littering up' his office."—*Boston Record*.

#### AGENCY TERM.



PREPARING COPY.



### Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$1.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

#### WANTS.

**WANTED**—Editorial work. "P. H. R.," 710 Lucas Place, Louisville, Ky.

**WANTED**—Reporter who can set type; wages \$10. CHRONICLE, Cranford, New Jersey.

**NEW YORK REPRESENTATIVE.**

News or advertising.  
STRINGFIELD, 4 West 191st Street, N. Y.

**WANTED**—Position by expert Web pressman. Union man. Give date and publisher. Address "F. W. F. care Printers' Ink."

**WANTED**—To buy Trade Directories, new or second-hand. Give date and publisher. AGOGA PUBLISHING CO., 415 Lucas Ave., St. Louis.

If you want an enterprising man to represent you in England, ask "ARNOLDS" to put you in touch. 3 Exmouth Mansions, Exmouth Street, London, W. C.

**THE** circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**WANTED**—Ad men now employed wants change. Clothing. Capable card writer and window trimmer. Address W. FENNER, P. O. Box 3, Montgomery, Ala.

**WANTED**—A New York representative to send monthly trade letter and solicit advertising; well established Western trade magazine. Send references "TRADE MAGAZINE," P. I.

**WANTED**—A series of articles on Show Window Trimming and Interior Decorating for the General Merchant and Department Store Man. Pay liberal. Address L. E. VIEW, 211 Lincoln Inn Court, Cincinnati, Ohio.

**POSITIONS** open for competent newspaper workers in all departments. Write for booklet. FRANKLIN'S NEWSPAPER MEN'S EXCHANGE, 308 Main St., Springfield, Mass.

**FOR SALE**—Six Monoline Typesetting Machines, will be sold low. Newspapers and printers write THE EVENING TIMES, St. John, N. B., for rock bottom prices for one or all.

**CONCERNING TYPE**—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid; agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

**EVERY ADVERTISER** and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

**SUCCESSFUL Business and Advertising** Manager of an established high-grade class publication desiring to make a change will consider proposition. Future betterment only reason for change; best of references. CONFIDENTIAL, Box 672, New York City.

**WANTED**—To buy interest in daily paper in live town of 20,000 or under; eight years experience on large daily in town of 150,000. I have made special study of circulation, advertising and office management; best of references, including former employer; college education; 29 years old; married. Address "THOROUGH," care of Printers' Ink.

**POSITIONS OPEN**—We have hundreds of high grade business and technical positions paying from \$1,000 to \$5,000 a year, but we haven't enough capable, experienced men to fill them. If you believe you are the right man for any of these places write to-day for booklets. We have offices in all large cities and offer the surest method of marketing your ability for every cent it is worth. HAUGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

**WANTED**—Clerks and others with common school education only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$2,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

**ADVERTISING MANAGER** desires new connection. Now in charge of a large and well-equipped advertising department, employing 30 people. Thoroughly familiar with technical details, printing, cut making, photography, etc., also mediums and agency work. Don't know it all, but want a chance to demonstrate what I can do. Am familiar with the hardware and house-furnishing trades. Want living wages to start, and am able to produce results.

Address: "L. R. J."  
Care Printers' Ink,  
10 Spruce St., New York.

### PUBLISHERS:

## Do You Want an Advertising Manager or Solicitor?

Young man (24) wishes to make a change.  
Address "C. B. A.," care Printers' Ink.

### DESIGNERS AND ILLUSTRATORS.

**DESIGNING**, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 B'way, N. Y.

### PRINTERS.

**PRINTERS**. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

**WE** print catalogues, booklets, circulars, advertising matter—all kinds. Write for prices. THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

## Good Printing

1000 Business Cards

\$1.00

1000 Bond Letterheads

\$1.50

1000 XXX White Envelopes

\$1.50

1000 6 x 9 Circulars

\$1.00

Good paper. Printed same day received. Cash with order.

**American Printing Co.,**  
2628 Washington Ave., St. Louis, Mo.

PAPER.

**B** BASSETT & SUTPHIN.  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect  
white for high-grade catalogues.

PREMIUMS.

**R**ELIABLE goods are trade builders. Thou-  
sands of suggestive premiums suitable for  
publishers and others from the foremost makers  
and wholesale dealers in jewelry and kindred  
lines. 50-page list price illustrated catalogue,  
published annually, 35c issue now ready; free.  
S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

ADDRESSING MACHINES.

**A**DDRESSING MACHINES.—No type used in  
the Wallace stencil addressing machine. A  
card index system of addressing used by the  
largest publishers throughout the country. Send  
for circulars. We do addressing at low rates.  
WALLACE & CO., 59 Murray St., New York.  
1310 Fontaine Bldg., 338 Dearborn St., Chicago, Ill.

**T**HE STANDARD AUTO ADDRESSER is a high  
speed addressing machine, run by motor or  
foot power. System embodies card index idea.  
Prints visibly; perforated card used errors im-  
possible; operation simple. Correspondence so-  
licited.

B. F. JOLINE & CO.,  
123 Liberty St., New York.

BOOKS.

**P**ATENTS THAT PROTECT.—72p. book mailed  
free. R. S. & A. R. LACEY. Patent and  
Trade-Mark Experts. Washington, D. C.  
Established 1869.

POST CARDS.

**H**ALF TONES made from photographs of ho-  
tels, local views, business buildings, etc.,  
suitable for printing on post cards. Also print  
post cards. Prices and samples furnished.  
STANDARD, 61 Ann St., N. Y.

TIN BOXES.

**I**F you have an attractive, handy package you  
will sell more goods and get better prices for  
them. Decorated tin boxes have a rich appear-  
ance, don't break, are handy, and preserve the  
contents. You can buy in one-half gross lots and  
at very low prices, too. We are the folks who  
make the tin boxes for Caccarette, Huyiers, Vase-  
line, Sanitol, Dr. Charles' Flesh Food, New Skin,  
and, in fact, for most of the "big guns." But we  
pay just as much attention to the "little fellows."  
Better send for our new illustrated catalog.  
It contains lots of valuable information, and is  
free. AMERICAN STOPPER COMPANY, 11  
Verona Street, Brooklyn, N. Y. The largest  
maker of TIN BOXES outside the Trust.

MAIL ORDER.

**M**AIL-ORDER ADVERTISERS.—Try house to  
men will deliver your circulars and catalogues  
direct to the mail-order buyer. You can reach  
people who never see a paper of any description  
from one year's end to another. When once  
reached the rest is easy. We have reliable agents  
well located throughout the United States and  
Canada, and are in a position to place advertising  
matter in the hands of any desired class. OUR  
DISTRIBUTORS DIRECTORY will be sent free  
of charge to advertisers who desire to make con-  
tracts direct with the distributor. We guaran-  
tee good service. Correspondence solicited.  
NATIONAL ADVERTISING CO., 709 Oakland  
Bank building, Chicago.

MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER. Lightest  
and quickest. Price \$12. F. J. VALENTINE,  
Mfr., 115 Vermont St., Buffalo, N. Y.

SPECIALIZED PUBLICATIONS.

**H**ARDWARE DEALERS' MAGAZINE. Circu-  
lation 17,500 (C). 253 Broadway, New York

COIN CARDS.

**\$3 PER 1,000.** Less for more any printing.  
**THE COIN WRAPPER CO.,** Detroit, Mich.

FOR SALE.

**1000** ADVERTISING STICKERS, 50c.; write  
for catalog; many catchy, original  
designs. DEPT. A, ST. LOUIS STICKER CO., St.  
Louis, Mo.

CARD INDEX SUPPLIES.

**T**HE CARD INDEX QUESTION will be quickly  
and easily settled by getting catalogue and  
price from the manufacturers. This means us.  
STANDARD INDEX CARD COMPANY,  
Rittenhouse Bldg., Phila.

ADDRESSES FOR SALE.

**N**EW, correct list Mercer Co.; heads families;  
rural routes & post offices; Bluegrass buyers;  
over 2,000, for \$2. DEMOCRAT, Harrodsburg, Ky.

ADVERTISING AGENCIES.

**D.** A. O'GORMAN AGENCY, 1 Madison Ave.,  
N. Y. Medical journal advtg. exclusively.

**G**OLDEN GATE ADVERTISING CO., 3400-3402  
Sixteenth St., San Francisco, Cal.

**D**OREMUS & CO., Advertising Agents, 44 Broad  
St., N. Y. Private wires, Boston, Phila. etc.

**T**HE H. I. IRELAND ADVERTISING AGENCY  
Handles but one business of a kind.  
925 Chestnut Street, Philadelphia.

**C**URTIS-NEWHALL CO. Established 1895. Los  
Angeles, California, U. S. A. Newspaper,  
magazine, trade paper advertising.

**A**LBERT FRANK & CO., 45 Broad Street, N. Y.  
General Advertising Agents. Established  
1872. Chicago, Boston, Philadelphia. Advertis-  
ing of all kinds placed in every part of the world.

**B**ARNHART AND SWASEY, San Francisco.—  
Large ad-agency west of Chicago; employ 60  
people; save advertisers by advising judicious  
newspapers, billboards, walls, cars, distributing.

**I**T'S surprising how much can be done in Can-  
ada with a few papers well chosen and used  
to best advantage. We solicit correspondence.  
THE DESBARATS ADVERTISING AGENCY,  
Ltd., Montreal.

ELECTROTYPERS.

**W**E make the electrotypes for PRINTERS' INK.  
We do the electrotyping for some of the  
largest advertisers in the country. Write us for  
prices. WEBSTER, CRAWFORD & CALDER, 45  
Rose St., New York.

ADVERTISING MEDIA.

**H**ARDWARE DEALERS' MAGAZINE. Circu-  
lation 17,500 (C). 253 Broadway, New York.

**T**HE EVANGEL.  
Scranton, Pa.  
Thirteenth year; 50c. a year.

**A**NY person advertising in PRINTERS' INK to  
the amount of \$10 or more is entitled to re-  
ceive the paper for one year.

**T**ROY, Ohio, has 6,000 people; 4,000 more live  
on its six rural routes. THE RECORD, only  
daily, reaches 7,000 of them. Minimum rate, 4c.  
inch. net, plates; typesetting, 6c. inch.

**T**HE INDUSTRIOUS HEN, 617 Gay St., Knox-  
ville, Tenn., is the South's leading poultry  
journal. Read by thousands, she brings her ad-  
vertisers results. Subscription, 50 cents a year.

**C**RASTREE'S CHATTANOOGA PRESS. Chat-  
taanooga, Tenn., 92,152 circulation guaran-  
teed, proven; 350,000 readers. Best medium  
South for mail-order and general advertising.  
Rate, 15 cents a line for keyed ads. No proof, no  
pay.

Watch North Dakota Grow.

The North Dakota FARMER will  
keep even pace. The averages for the  
last three periods of six months each are  
as follows: **2 097, 2 416 and 3 200.**  
Want part of the \$50,000,000 crop?  
E. F. LADD & CO., Publishers,  
Lisbon, N. D.



# PROOF OF THE LARGEST TWO-CENT CIRCULATION IN THE WORLD.

Advertisers rely on our reports as accurate and comprehensive--Publishers admit they are fair and unbiased.

Advertisers Bureau

of

Circulation Examinations,

New York and Chicago

The Tribune,  
Chicago, Ill.

A. A. Seaver,

Actuary,

70 Dearborn Street, Chicago

August 15, 1905.

Dear Sirs:—

I hand you herewith a certification, bearing this date, of our findings in the examination we have just made of the circulation of The Daily and Sunday Tribune.

Our examination traced the circulation from the press records, through all the channels of the output, all records, books, and accounts, to the details of the cash received from circulation sources, and proved the average of the perfect copies actually printed (no spoiled or imperfect papers included) for the seven months from January 1 to July 31, 1905, to be as follows:

1905	Daily issue	Sunday issue
January	149,951	224,084
February	148,018	227,476
March	149,021	233,529
April	150,554	234,876
May	154,084	227,956
June	154,254	230,107
July	155,738	232,132
Average	<u>151,661</u>	<u>230,023</u>

This examination also proved the accuracy of your printed statement just issued of an average circulation for the month of July of

154,012 Daily  
229,940 Sunday

these being the averages of the regular output, no spoiled, filed, left over, unaccounted for or sample copies being included.



*A. A. Seaver*

Actuary.

**We Want to Hear from the Man Who**  
**Realizes that He Has Lost Money and**  
**Business Through Poor Printing.**



That much abused term "good printing," means something more to us than modern typography, good stock and excellent press-work. It means originality, distinctiveness, novelty combined with good taste in treatment and artistic effects which arouse interest and win admiration.

We not only have every mechanical means and facility for doing the best printing that can be done in America, but we have the further ability to impart those qualities which make a piece of printed matter sure to receive a respectful reading, and equally sure to be preserved indefinitely as an example of what a piece of printed matter should be. All we ask is a chance to figure on your next job of printing. If we cannot convince you that we deserve the order there will be no harm done, and it is surely worth your while to make the experiment and see what we can do for you and what it will cost.



**THE GEORGE ETHRIDGE COMPANY,**

Thirty-three Union Square, New York City.

## BACK TO HIS FIRST LOVE.

OFFICE OF "THE TIMES,"  
KENNETT, Mo., Aug. 1, 1905.

*Printers Ink Jonson, New York, N.Y.:*

DEAR SIR—Having used your ink when in business some time since, I would like again to patronize you, as I found your ink at that time all that it was represented to be. Let me know your prices, as I will want to order some goods right away.

Respectfully,

M. JAY LOVETT.

My customers seem to be so interested in my goods and my methods of doing business that they seldom, if ever, forget me. Sometimes they drift away for awhile through the influences or promises of some glib-tongued ink man passing through their section of the country, but invariably they return a sadder but wiser printer. Now is the time to send for a copy of my price list and compare the figures with those charged by my competitors for inks on credit. Money back when goods are not found up to the highest standard of quality. Address

**PRINTERS INK JONSON,**

17 SPRUCE STREET,

NEW YORK.

## Who Wants Me?

If there is a New York Magazine publisher (monthly or weekly) who wants to hire a Circulation or Business Manager I'd like to talk to him.

Have spent five strenuous years on New York magazines. (Business, Circulation and Subscription departments.) 35 years old and married.

Early training covers country printing office and newspaper, trade paper, etc.

Have been through some big campaigns.

Have thorough knowledge and exceptional experience in newsstand and subscription work.

Don't know it all, but have ideas.

Can organize, originate and execute.

Now employed. Good reasons for desiring change.

Am looking for the sort of position where I must make good or get out.

Who wants me?

"CAPABLE,"

Care Printers' Ink.

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The William H. Hoegee Company, in the advertisement marked No. 1, shows the pictures of a tent and an awning, which is quite appropriate, as they are in the tent and awning business. Un-



No. 1

fortunately, however, the text—such as it is—is tangled up with the picture—such as it is—and the result is neither clear nor pleasing. In No. 2 we still have the tent and the awning represented in a more distinct and striking



No. 2

manner and have plenty of room left for the Hoegee Company to tell why their tents and awnings are good and desirable, provided facts of that nature are available.

\* \* \*

At this time of the year railroad advertisements are always interesting and one finds oneself studying them with an unusual degree of interest. Even the man who cannot go away takes a melancholic sort of pleasure in read-

ing about places to which he might go. Much of the railroad advertising of the current month is very good—very tempting and convincing, and there can be no doubt but that it pays a railroad to set forth in alluring terms the advantages to be gained by traveling upon it, and the points of interest which lie along its route. Not all railroad ads are good; in fact, some are very bad, and some



are worse than the bad ones. The M. K. & T. advertisement reproduced here is pretty far down on the list of bad ones. The display is not bold, it is simple coarse. The arrangement is confusing and distasteful. The woman is an attraction but is completely overshadowed by the burdensome character of the type display. Study may reveal her charms, but the first glance discourages study.

\* \* \*

This advertisement of the Ideal Spring Bed is, perhaps, not a remarkable conception, but it caught the eye and held attention. Showing the springs in this manner is a practical idea, and their appearance and the manner in which the

in  
ver  
fac



circle enclosing the texts rests upon them is a rather convincing exposition of the easy and yielding character of the springs. This

**THE**  
**World's Easiest**  
**SPRING BED**

Is Foster's Ideal. Fits your figure in any position you lie upon it. The 9 inch double tier of springs are so stayed that they yield luxurious ease without wobbling or sagging.

This Trade Mark



On all our goods

Upper tier bears the weight of light persons; cross-ribs of steel distribute the weight of heavy persons throughout the lower tier. The coolest bed for summer—the warmest bed always. Write today for free booklet, "Wide-Awake Facts About Sleep," dealer's name, and catalog of safety cribs, iron beds, etc.

**Foster Bros. Manufacturing Co.**  
44 Broad St., Utica, N. Y.  
1444 N. 16th St., St. Louis, Mo.



is a simple sort of an advertisement, but good nevertheless.

\* \* \*

This month the worst offender

**IF YOU ARE A MAN WHO LIKES A GOOD SMOKE**

We will prove to you for the price of a single cigar that **LITTLE DREAMS** is the best cigar you ever tried. If you can appreciate a superior article, we guarantee that you will find on earth can you get so good a smoke for so little money.

**LITTLE DREAMS**, packed in a package, sealed, airtight, dust-proof, convenient for your pocket, is the only genuine and a panetella 4 1/4 inches long, hand made, of the finest Vuelta Abajo, Havana tobacco, and of the highest quality to any 15 cent cigar on the market. We cater to the taste of gentlemen who are accustomed to the best and who recognize the difference. The enormous demand for this cigar proves that our efforts are appreciated.

**We trust you will find it free.** Write us whether you like a mild, medium, or mild smoke, and send \$2.50 and a box of 100 prepaid. Try ten of the cigars and don't find them to be the best for the price you ever tried, as good as the average 15 cent cigar, return balance and we will return the money without a word. We refer to the mercantile agency in Chicago, or you may order the goods C.O.D. if you like. We sell our cigars to your factory to you and can certainly give you one-third of your cigar money. And we offer you, take no risk. Write to-day.

**TRIUMPHIA MFG. CO., Inc.**  
P.O. Box 10 188 Fifth Avenue, CHICAGO

in the way of superimposed advertising is the Triumphia Manufacturing Company of Chicago.

The dark stick down through the advertisement is supposed to be a cigar, although it may be a spike or a piece of kindling wood. The name of this cigar is "Little Dream," but if it really looks like its picture it might be more appropriately called a "Big Nightmare." This advertiser has achieved two results in this advertisement. He has absolutely spoiled the appearance of his goods and has made it practically impossible to read what he has to say about them. What more could a man achieve in a little quarter-page advertisement!

### NEW YORK SIGNS.

A somewhat formidable looking sign is displayed by the Winchester Arms Co., at 328 Broadway. It consists of a large gun carved in wood. It is gilded over in yellow, and glisters threateningly in the sun. On the gun's handle is the word "Winchester."

A sign that attracts quite some notice for its bold originality is shown by E. Rosenfeld & Co., manufacturers of pajamas at 751 Broadway. On its face appears a large picture of a man, dressed in his "nighties" and carrying in one hand a lighted candle. The sign bears only one word "Pajamas."

A sign that is neat and catchy is displayed by Guthman, Solomon & Co., dealers in leather goods, at 511 Broadway. In the center is the firm's name, and at each end is a picture of a rabbit in the act of leaping. Underneath are the words: "Always on the jump."

A new style in signs that attracts quite some attention has within recent years been adopted by several concerns along Broadway. The letters are carved in wood, gilded, and are attached to wire screens. The signs are large, each letter measuring fully eight feet in length. These signs make the ordinary kind look like pigmies alongside of them and can, of course, be seen from quite a distance. Another novel class of signs are those bearing catchy phrases. Siegel, Cooper & Co. have on their sign the phrase "A City In Itself," while their rival, Bloomingdale Brothers, use the slogan "Everything Under The Sun." Reid Bros. & Co., dealers in ribbons, at 580 Broadway, have the phrase "Always Something New." Young, the hatter, avers that there's "None Better Made," while Truly Warner, another hatter, at 693 Broadway, declares that he's "A Builder of \$2 Hats." A very unusual and somewhat humorous sign is displayed by William Kick, a printer, at 83 Sands street, Brooklyn. His sign is ordinary in appearance and reads simply: "Kick The Printer."

Although there are many in use, still the art of designing original, artistic business signs that advertise is still in its infancy.

## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Hera'd-Despatch Co., Publisher  
THE DECATUR HERALD,  
237-238 North Main Street,  
F. S. Dodd, Manager.  
DECATUR, Ill., Aug. 12, 1905.

Editor Ready Made Department:

DEAR SIR—Inclosed is one of a series of clothing advertisements appearing daily in the *Herald*. What do you think of it as a bit of eccentric, clever advertising. The idea, of course, was taken from Uncle Bill's Slate in the *Chicago Tribune*, but the wording in the inclosed is original.

Yours tru y,

E. A. HOLMAN,  
Manager of Advertising.

The ad referred to, the wording of which is reproduced below, was printed in the form of a slate, the letters being in white on a black background and the frame of the slate forming a border for the whole. It is pretty sure to attract attention because it contrasts strongly with the ads around it, but the characters, being crudely printed, with many of the letters backwards, are decidedly hard to read; and even those who take the time and trouble to puzzle them out will not be very favorably impressed, because the ad lacks the qualities of earnestness and definiteness which lead one to a serious consideration of the subject treated. Certainly, the announcement of an "economy sale," ought to show where the economy comes in, by means of old and new prices, with brief descriptions of the goods—especially when it occupies a space of nine inches triple-column. The slate scheme is a very old one but is by no means a bad one when the right sort of matter is legibly printed:

My sister sez she never seen her beau  
look better than he did last nite & he  
bot his sute at the

B. STINE CO'S  
"Economy" Sail.

she sez he showed good sense in going  
where he could save a lot of munny,  
where he could get good goods cheap,  
& that he is the kind of a feller for  
her. Johnny simpkins maw told my  
maw, that she wuz going there to buy  
her kids cles, & maw to'd her she'd  
have to hurry, for they were going fast.

No Useless Talk in This One from  
the Wilmington (Del.) Evening  
Journal.

### Clothing Cleaned

by our improved French  
process saves big tailors'  
bills. Our way doesn't  
shrink nor fade the gar-  
ment, nor does it affect the  
original set. Dress suits as  
well as everyday clothes  
cleaned and dyed. Also  
gloves and neckties.

May we re-waterproof  
your raincoat?

Write for booklet.

A. F. BORNOT & BRO.,  
French Scourers & Dyers  
716 Market St.,  
Wilmington, Del.

A Good One for Guns and Ammunition,  
Which Would Have Been Helped  
Some by a Few Prices. From the  
*Arizona Republican*, Phoenix, Ariz.

### August is the Big Month for White Wings

We sell the most shotguns  
in August.

We sell the most rifles in  
August.

We sell the most Ammu-  
nition in August.

We rent more guns and  
rifles in August.

Than any other month of  
the year.

See us about guns and  
ammunition—we are head-  
quarters. All our guns and  
rifles are bought direct  
from the factories, thereby  
getting the latest models,  
and after we unpack them  
we keep them in dust proof  
glass cases, so you never  
find us selling shop worn  
guns as new ones. Our  
Ammunition—well every-  
one knows it's fresh and the  
best on the market, because  
all the best shooters use it.  
Ask any of them.

PINNEY & ROBINSON,  
The Gun Store.

Bicycles, Guns, Typewri-  
ters, Sporting Goods.  
40 North Center St.,  
Phoenix, Ariz.

**HYDE BROTHERS,**  
Writers and Designers of Laundry  
Advertising.

MARIETTA, Ohio, Aug. 17, 1905.

Editor of PRINTERS' INK:

I don't know whether you care to have me send you ads every little while (I have sent some before) or not, but I do know that I get hints by the wholesale from your Ready Made Department, and I like to reciprocate when possible, so inclosed you will find three ads of my manufacture. If you care to use them—all right—if not all right too. I have just finished reading the *American Advertiser's* "knock" on you and Mr. Rowell—really I don't know as it is worthy of attention, as knockers must knock somebody and I suppose you happened to be handy; but I want to say that I am one on whom it had absolutely no effect so far as changing my opinion of you, your character, or PRINTERS' INK is concerned.

Yours respectfully,

W. R. HYDE.

I have several times had occasion to say complimentary things about the Kane Steam Laundry Co.'s advertising, and I see no reason in the specimens inclosed with the above letter to change my opinion that it is nearly always away above the average for this line. There is nothing new in either of the ads reproduced below, but both make excellent points in a very earnest and convincing way, and may well be used, just as they stand, by any laundry that will back promise with performance:

**YOU TORE OUT THE BUTTON  
HOLE.**

of that shirt getting out of it, and forgot to repair it before sending it to the laundry.

If you sent it to an ordinary laundry it would come back wursted.

When you send it to us, we take the time and trouble to mend it—free.

We make other repairs too.

**KANE STEAM LAUNDRY CO.,**

O. G. Ketts, Mgr.

Both Phones. 115-117 Holgate Court.

**A GREAT DIFFERENCE.**

When you notify us, by telephone or otherwise, to call for your package, we don't say "all right" and then wait about two days before coming.

We cal the same day—within a few hours generally—in a few minutes if you are in a hurry, and we deliver the laundered clothing at the time agreed upon.

**KANE STEAM LAUNDRY CO.,**

O. G. Ketts, Mgr.

Both Phones. 115-117 Holgate Court.

*Some Straight-from-the-Shoulder Talk  
for a Business College, from the  
Halifax (N. S.) Daily Echo.*

**Results vs. Talk**

Some schools talk about what they can do. Here is our pass list at the Chartered Accountant Examinations of Nova Scotia.

Preliminary, 12. Intermediate, 4. Final (Degree of C. A.) 1.

Not one of our candidates failed. No other school passed one.

New Term begins Sept. 5, 1905.

**KAULBACH & SCHUR-  
MAN,**

Chartered Accountants,  
Maritime Business College,  
Halifax, N. S.

*Here's a Hint for Photographers  
Where There's Something Doing in  
Real Estate. From the Los Angeles  
(Cal.) Express.*

**Notice To Realty  
Men**

The Graham Photo Co. have now a camera, capable of making a picture 12 ft. long by 10 in. wide, in a complete or any part of a circle; unexcelled for taking views of tracts, etc. Sample prints can be seen at

125½ South Spring Street,  
'Phone 1605.  
Los Angeles, Cal.

*A Bargain Breakfast Most Attractively  
Described in the Ad of Abraham &  
Straus, Brooklyn, N. Y.*

**A Business Man's  
Breakfast For 29c.**

While your family are away in the country it is just as well for you to know that you can get a delicious breakfast here, served in the daintiest manner, fruit, cereal, meat, coffee and rolls for 29c. You cannot imagine how appetizingly good this is until you try it. From 8.30 until 10 it is served and there is the same comfort, the same neat and appetizingly delicate china, the same careful service and, in fact, all the advantages of eating at home.

DE WITT G. SALTSMAN,  
Advertising Specialist,  
GLOVERSVILLE, N. Y., Aug. 16, '05.  
*Editor Ready Made Department:*

I inclose herewith a baker's dozen of ads for your criticism; they were selected at random from a lot written by me for the Corner Bakery. Bake shop advertisements, as a rule, are very poor, and it is a very difficult matter to get bakers interested in advertising—they use as an argument that there is no way to attract people's attention to their announcements; local papers being full of small ads. In this series I have endeavored to construct the ads so they would attract the eye and then induce the reader to buy. Results have shown that these ads attract.

Noting the excellent ads in your department and your fair and just criticisms, I take the liberty to ask you to point out where improvements can be made in these announcements. Thanking you in advance for your courtesy, I am,

Very respectfully,  
D. G. SALTSMAN.

The ads accompanying this letter will pass as good ads anywhere, as shown by the three here reproduced. The corn bread ad, in particular, makes me hungry, and I have had three square meals to-day. The argument against home baking in hot weather is not new but is just as good as it ever was, and if more bakers would print it they would do more baking. These ads, with their appetizing talk and attractive typography, ought to do the Loveday bakery a lot of good.

#### LOVEDAY'S CORNER BAKERY

Everybody is enthusiastic about our Corn Bread. They say it is such a treat to have something different; something out of the usual order, that it almost seems as tho' they could reish it forever. That's because it is made from pure corn flour and made by bakers who know just how it should be. It is so delicious and wholesome, you'll like it too.

Corn bread 6 cents the loaf.

#### LOVEDAY'S CORNER BAKERY

During the hot weather most every woman tries to do as little baking as possible. Not only is it disagreeable to be cooped up in a hot kitchen all the morning but after you've gone to the expense of doing your own baking you haven't saved anything. The cost of running a fire, the cost of ingredients used in the baking is more than you'd pay here for the same thing and save all drudgery besides. Home made

bread, pies and cake at less than home made cost.

#### LOVEDAY'S CORNER BAKERY

Every afternoon at 5 o'clock we bring from the oven the most delicious bread you ever ate—it is called our 5 o'clock bread—try it to-night, 8c. the loaf.

*Some Opticians Would Have Strung This Out to Fill Six Inches of Space Without Saying Any More Than This Says in Two Inches. From the New York Times.*

#### Sun Glare

Very trying on one's eyes at the seashore.

Let us duplicate your eye-glass lenses in smoked glass. No prescription necessary providing your regular glasses are brought to us.

E. B. MEYROWITZ,  
Optician.

104 East 23d St., near 4th Ave., New York.

*This One from the Washington (D. C.) Star is Probably Based on the Idea that Once a Piano is Placed in the Home It Will Never Come Out, Except, Perhaps, to Make Room for a Better One, and that the Better One Will Also be Bought from the F. G. Smith Piano Co. Anyhow, It's a Liberal Offer and Ought to Prove Good Business.*

#### Pianos Free For 6 Months.

Give the children an opportunity to develop their musical gifts or to prove whether they are talented in that respect or not.

We offer you a good Square Piano for six months rent free. You pay only the cost of hauling.

At this time of the year, when the children are not at school, you couldn't give them a better occupation than to start them in the study of music. Accept our offer. It entails no obligation on you whatever. We are glad to make such good use of the square pianos we have here.

But apply as soon as possible, for the number of pianos we have on hand now is limited.

F. G. SMITH PIANO CO.,  
1225 Pa. Ave.,  
Washington, D. C.

*A New and Very Plausible Argument  
For a Credit Business. From the  
Philadelphia Bulletin.*

## Different Kind of Credit Store

There is a class of people who think it more honorable to make personal sacrifices, and do without needful things, rather than get what they wish and pay for the goods at their convenience.

This view wasn't held by the mother of the present Pope, Pius X. When Sarto was to be baptized, his mother "ran into debt" to get him a dress at a cost of three lire (60 cents). His father only made about 10 cents a day, therefore it was a long time before the dress was paid for. And for this sacrifice the Pope, even today, is loud in his praises of his mother and father.

If you are one of those who would rather make personal sacrifices than to buy on credit, let us explain our Different Kind of Credit System to you. Our system is entirely new, and for that reason we offer you opportunities unattainable elsewhere. Let us prove it.

Home Furnishings, Jewelry, Men's, Women's and Children's Clothing, etc.  
Dollar a Week.

HARRY C. KAHN,

Furnishes the home, cellar to roof. Clothes the family, head to foot.

32 N. Eleventh St.,  
Philadelphia, Pa.

*Modern Department Store Advertising  
is Baited with Bargains. Extract  
from a Big Ad in the Pittsburg (Pa.)  
Leader.*

## Slightly Soiled Parasols

A drummer dumped the contents of his sample trunk (about 100 Parasols, slightly soiled from much showing) on one of our tables and remarked "Here's something for your Mill and Factory Sale." This happened yesterday. We bought them, and so you get the \$2, \$2.50 and \$3 Parasols for, 75c.

KAUFMANN'S,  
Pittsburg, Pa.

*Good Telephone Talk from the Mil-  
waukee (Wis.) Journal.*

## Suppose

unexpected guests arrive, the larder is low and the dinner hour is nigh. How can you inform the grocer, butcher and baker and hurriedly gather a meal that will be a credit to the housekeeper? Why, with a telephone, of course. Telephone service makes housekeeping a source from which only pleasure is derived. Get rates from Main 77.

WISCONSIN

TELEPHONE COMPANY,

Milwaukee, Wis.

Connections to all parts  
of the country.

*A Brief Description, the Old Price and  
the New—a Good Ad. From the  
Norfolk (Va.) Virginian Pilot.*

## Special \$1.25 Umbrellas 98c.

The best \$1.25 umbrella you ever saw. For either ladies or gentlemen. Absolutely fast black, genuine Gloria cover, paragon frame, steel rod and a variety of pleasing handles. Do not confound this with the ordinary 98c. umbrella. Just 100 in the lot.

E. D. CLEMENTS CO.,  
Norfolk, Va.

*The Desire to Sell Calendars Should  
Not Have Placed Them Above a Good  
Newspaper as an Advertising Me-  
dium, Especially When the Calendars  
Are Advertised by the Job Printing  
Department of so Good a Newspaper  
as the Brooklyn Eagle, in Which  
This Ad Appeared.*

## Calendars for 1906

Now is the proper time to think out ideas and get up designs for next year's calendars. We have a competent staff of artists for this class of work. Nothing advertises a man's business better than a well gotten-up calendar. If you cannot find time to call at our office, a representative will visit you ready to suggest new ideas.

BROOKLYN  
DAILY EAGLE JOB  
DEPARTMENT,  
Washington & Johnson Sts.,  
Brooklyn, N. Y.

# **ROWELL'S**

## **American**

## **Newspaper Directory**

### **for 1905**

now ready for immediate delivery.  
Cloth and gold, over 1,500 pages,  
\$10 net cash, sent carriage paid  
upon receipt of price ∴ ∴ ∴

# **15%**

trade commission allowed to ad-  
vertising agents, booksellers and  
stationers. Send orders and make  
checks payable to ∴ ∴ ∴

**CHAS. J. ZINGG, Manager**  
**The Printers' Ink Publishing Co.**  
**10 Spruce Street (up stairs)**  
**NEW YORK CITY**